Buying splurge: tv sales living up to '60 boom forecast
Final breakdown on the $1.23 billion in national tv in '59
FCC's newest crackdown: rules to halt plugs & freebies
Labor troubles: will there be a wave of guild walkouts?

IN BALTIMORE DO AS THE NATIVES DO!

MORE “NATIVE” MERCHANTS BEAT THE DRUM ON W-I-T-H THAN ANY OTHER BALTIMORE RADIO STATION!

WITH is 1st in Baltimore with more local advertisers than any other station. Can you find better proof of a station's effectiveness than the day-in, year-out confidence of the local businessmen who expect their cash registers to record every commercial? Follow the lead of the local advertisers . . . men who really know the market: buy WITH and Baltimore buys you!

Tom Tinsley, President; R. C. Embry, Vice President; NATIONAL REPRESENTATIVES: SELECT STATION REPRESENTATIVES in New York, Baltimore, Washington and Philadelphia; ADAM YOUNG in Boston, Detroit, Chicago, St. Louis, San Francisco, Los Angeles, Minneapolis, Milwaukee, Cincinnati, Cleveland, Pittsburgh and Seattle; CLARKE BROWN COMPANY in the South and Southwest.
WHEELING: MAJOR TV MARKET
One Station Reaching The Booming Upper Ohio Valley

No. 17
WTRF-TV Image Series
FASHIONS

Bobbie Brooks

Fashions for smart women, by smart women in a market where the buying habits of all women are constantly influenced by advertising on WTRF-TV. With new expansion near completion, the Bobbie Brooks 300 employee payroll will soar above the million dollar mark. BB—another growing industry comprising the rich, busy and booming WTRF-TV Wheeling Market. Here, in a 36-county area, two million people with an annual spendable income over $3 billion dollars, spend at 7,500 retail outlets and ring up nearly two billion dollars yearly in retail sales. People who work, people who spend, people who find WTRF-TV worth looking into!

BELLAIRE GARMENT COMPANY, Bellaire, Ohio (just 3 miles from Wheeling on the Ohio side) One of the 11 plants producing smart, nationally famous Bobbie Brooks Fashions for Women.

For availability, call Bob Ferguson, VP and Gen. Mgr., or Needham Smith, Sales Manager, at CEdar 2-7777.
National Rep., George P. Hollinger Company.

WHEELING 7, WEST VIRGINIA
316,000 watts NBC network color
wtrf tv reaching a market that's reaching new importance!
Top talent plus top adult level programming—both local and CBS network makes WCBM the radio station preferred for enjoyable listening by adult Baltimoreans. Nielsen Adult Listenership Surveys prove it! To reach the people with the buying power—the adult audience—schedule WCBM the radio station featuring Adult Level Programming!

WCBM
A CBS Affiliate  10,000 Watts on 680 KC  Baltimore 13, Maryland

PETERS, GRIFFIN, WOODWARD, INC. Exclusive National Representatives

BROADCASTING, March 21, 1960
Buy the richest market in Texas — Dallas-Fort Worth — when you buy KRLD-TV, Channel 4 in Dallas . . . consistent favorite in 675,000 TV Homes.

Ask a Branham Man for KRLD-TV "measured preference" facts folder.

Clyde W. Rembert, President
The Dallas Times Herald Station
TV Twin to KRLD Radio 1080, full-time 50,000 watt Voice of Texas.
Not the first • While there has been no public disclosure, it's understood that autopsy following sudden death March 8 of NAB President Harold E. Fellows indicated he had suffered two previous heart attacks. Even his closest friends were not aware of heart history said to have been revealed by scar tissue. Death of Mr. Fellows reminded broadcasters of fatal heart attack suffered Aug. 5, 1957, by Ralph W. Hardy, CBS Washington vice president and former NAB official. Autopsy showed similar scar tissue in his case.

FCC opening • While word spread in Washington last week that President Eisenhower already had selected new FCC member (to fill unexpired portion of John C. Doerfer's term, which runs until June 30, 1961), no other inkling was available as to identity. Reported as still under consideration, however, were Edgar W. Holtz, associate general counsel of FCC, and Frank E. Schooly, director of Broadcasting, Illinois U. (former president of National Assn. of Educational Broadcasters). New names: John S. Patterson, deputy director Office of Civil and Defense Mobilization (who addressed NAB convention in Chicago year ago on allocations), and Jack Z. Anderson, administrative assistant to the President.

Short term (15 months) appointment to fill unexpired Doerfer term isn't too attractive to outsiders. As result, there's less campaigning by political aspirants than usual. Moreover because of election year, confirmation of fourth Republican might meet resistance in Democratic-controlled Senate. Conversely, since Doerfer resignation, outlook became more favorable for confirmation of Commissioner Robert T. Bartley asked number of witnesses as to views on more comprehensive station statistics.

Equal time • Some CBS staffers wonder if network hasn't taken too rigid a position in recent housecleaning policies. One new network rule says that if CBS air performer decides to run for political office he must change to off-air job (to avoid problems of equal time for other candidates). Last week FCC decided that equal time demands do not apply in all such cases. FCC found that opposing candidate of weathercaster on KWXT Waco, Tex., who is running for public office wasn't entitled to equal time. Weather is one type of news presentation exempted under amended political broadcasting law.

Ad acceptance • There's marked change noted for first time by some station representatives on station consideration of television commercial copy. Many stations now reportedly take more care at copy and are "tougher" on acceptances. There have been rejections. Reps say this is first evidence that regardless of how much these stations may want additional spot business they are tightening policies on types of commercials they accept.

Doerfer plans • Although John C. Doerfer has received several propositions since leaving FCC chairmanship, he told Broadcasting Friday he is not giving serious consideration at moment to any of them. "I want a couple of weeks to get my affairs in proper focus," he said. While he did not specify propositions, it's believed he has had offers to join law firms specializing in government administrative practice, along with at least one outside proposition.

Midwest defection? • Though conference spokesmen deny it's likely, Big 10 is in particularly good spot to let air out of National Collegiate Athletic Assn. controlled football TV program for 1960-61. There still are those who believe Big 10's curtailment of post-season sports activities and severance of Rose Bowl pact may be first step toward divorce from NCAA. It's conceded that if conference bolts and sets up own football program and new American football league airs proposed Saturday telecasts. NCAA's game of week on ABC-TV (see story page 32) would have unprecedented competition.

Translations needed • There have been murmurings in some top Chicago agencies over complex structure of the new CBS and NBC TV networks. For example, Arnold E. Johnson, vice president and broadcast facilities director at Needham, Louis & Brorby (and member of AAAA's media broadcast committee), reports it's now often necessary to go direct to top network executives for explanations and clarifications before time costs can be computed with any degree of accuracy. Formerly, cost-computing jobs could be quickly performed by agency personnel, he notes, but today because of "spiderweb" nature of network, rate cards, task is highly involved and time-consuming.

Forecast guide • Trendex researchers claim number of interesting possibilities in new dimensionalized audience reports as first edition is prepared for delivery to clients next week. New watchword for TV show's fate may be its Trendex "EPI" or Effective Program Index. This is depth rating client can get from new report equating program's audience, with reaction to show (best, good, fair, poor, don't know). Other columns of report can be used to add sponsor identification, commercial playback-series reaction, new viewers, old viewers, age, sex, etc.

Improved crystal-ball is definite goal. As research accumulates, it may become possible to predict chances of given type show in given time slot against given competition. (This may need "angel" to bankroll exhaustive study. Trendex acknowledges.) Clients will be conducting their own studies to relate show's EPI to its effectiveness as sales vehicle. First dimensional report appears March 30, second in May, followed by summer hiatus but resuming on accelerated monthly basis with start of fall show season.
RESPONSE: A capacity crowd of 10,000 moppets, moms and dads responded to WJW-TV's unique Dental Health Day Party last month at the Cleveland Arena. Another 4,000 were turned away at the doors. A true festival of fun with prizes from balloons to ponies to toothbrushes...certainly a painless way for youngsters to learn dental health. • It shows the mighty influence of warm, friendly, forceful WJW-TV in the nation's 7th largest market. You're in good company and

YOU KNOW WHERE YOU'RE GOING WITH WJW TV
CBS CLEVELAND

A STORER STATION • REPRESENTED BY THE KATZ AGENCY
WEEK IN BRIEF

Criticism can be two-way street • Newspaper columnists, editors, and reporters have been enjoying open season on broadcasting for some time now, especially television in the spotlight of quiz and payola investigations. Has it been overdone? Yes, says Clay Roseland, media director of Campbell-Mithun Inc., Chicago. But criticism can be a two-way street, he believes, since the press really isn’t any “cleaner” than broadcasting when it comes to vulnerability to criticism. He proves his point by showing how a broadcast column reviewing a newspaper might sound. It’s in this week’s MONDAY MEMO. Page 20.

More money spent faster • That appears to be the pace now in television at a peak sales period. Network’s next fall season is selling now and spot has come in like March lion. A $1.6 billion record tv year appears assured for ’60. Page 27.

$1.23 billion gross in tv • Advertisers billed that much at gross rates for network and spot (national and/or regional) in 1959, about 14% more than the 1958 level. Page 28.

Gillette’s tv tab at $12 million • Adds new sports coverage as ABC-TV wraps up package including fights which will move from NBC-TV. Page 32.

Convention’s new look • NAB revamps agenda for 1960 convention to be held April 3-6 in Chicago following death of President Harold E. Fellows. Clair R. McCollough, Steinman Stations, to be keynote speaker. FCC Chairman Frederick W. Ford accepts luncheon spot. Big plans for Fm Day, April 3. Page 44.

New blow at plugs and freebies • In sweeping new policy enunciation, the FCC last week ordered stations to disclose on the air the source of free program material and the circumstances of its acquisition. Page 55.

Too much ethics • FCC’s Ford tells House Commerce Committee that statutory prohibitions against off-the-record contacts should be confined to adjudicatory cases in hearing stage and rulemaking only when controversial and involving private interests. Page 58.

Chairman Ford’s ideas • After a week in office, new FCC head tells broadcasting how he plans to organize commission work load in effort to dispose of crowded dockets and long-pending cases. He discusses his program regulatory philosophy, too. Page 68.

It’s the broadcaster who’ll pay • There’s $1 million or more out of broadcasters’ pockets riding on FCC proposal to set standards for Conelrad alert signal, yet little attention has been paid to it. Comments deadline is April 11. Page 74.

More political free tv • House gets bill for free time for major presidential candidates. NAB sounds call to arms. Page 74.

United Artists’ appetite • It has acquired Ziv television, and now UA is ready for radio-tv station holdings. Page 86.

Storm clouds over labor front • Writers Guild calls strike against network tv films in what could be first of series of walkouts by actors, writers and directors affecting both television and radio. Page 90.

DEPARTMENTS

AT DEADLINE .......................... 9
BROADCAST ADVERTISING ............. 27
BUSINESS BRIEFLY ...................... 38
CHANGING HANDS ..................... 52
CLOSED CIRCUIT ........................ 3
COLORCASTING ......................... 89
DATEBOOK ................................ 14
EDITORIAL PAGE ....................... 118
EQUIPMENT & ENGINEERING ........... 93
FANFARE ................................ 103
FATES & FORTUNES ................. 96
FOR THE RECORD ...................... 104
GOVERNMENT .......................... 55
INTERNATIONAL ....................... 94

LEAD STORY .......................... 27
THE MEDIA ............................ 44
MONDAY MEMO ....................... 20
OPEN MIKE ............................ 18
OUR RESPECTS ............... 117
PROGRAMMING ....................... 84
WEEK’S HEADLINERS .............. 10
Twenty-five central Nebraska International Harvester salesmen hear Farm Director Arnold Peterson and Sales Manager Bill Wiseman tell The Big Radio WOW story at Grand Island, Nebraska, 150 miles west of Omaha.

**TOGETHERNESS ... Big WOW Radio Variety**

The GENTLEMEN who sell radio advertised products to (or buy them for) retail outlets are V.I.P. in BIG Radio WOW's daily operation. Big Radio WOW *knows* the Chain-store buyers ... Manufacturer's Agents  
.... "Rack" Jobbers ... District Managers  
Brokers ... Company Salesmen  
.... Wholesalers ... Distributors  
Can "make or break" any advertising campaign.

So, BIG RADIO WOW keeps these GENTLEMEN on BIG RADIO WOW's side. WOW keeps them FULLY INFORMED on every campaign detail. Each of them knows the entire BIG RADIO WOW story.

To cement this "togetherness" BIG RADIO WOW meets with groups of these GENTLEMEN almost every week. They listen eagerly to campaign details.

They sell your product better because BIG RADIO WOW keeps their interest at a high peak. BIG Radio WOW knows that selling these GENTLEMEN hypos company loyalty and increases your sales.

**REGIONAL RADIO**  
A MEREDITH STATION  
WOW  
OMAHA, NEBRASKA

**ABOVE:** Actual drug buyers for Safeway (120 stores), Hinky-Dinky (40 stores), Nuway (2,000 racks) and United AG Stores (250) heard a pitch for Mennen and WOW by Big WOW Radio Sales Manager Bill Wiseman.

**BELOW:** Thirty-five food brokers and salesmen who sell to 1,200 Nebraska-Iowa stores every week hear the BIG Radio WOW story at a WOW merchandising luncheon.
Ford dislikes idea of one-man decisions

There will be tendency toward one-commissioner decisions if single FCC member is detailed to personally direct writing of FCC opinions as envisioned in omnibus bill (HR 4800) under study. FCC Chairman Frederick W. Ford, said in testimony Friday before House Commerce Committee (earlier testimony page 58).

Besides, he said, some FCC members are expert in some matters, some in others, and decisions might turn out weighted along lines of "writing" member’s particular expertise. Commissioner Ford continues testimony Tuesday, followed by Warren Baker, former FCC general counsel, representing Federal Communications Bar Assn.

Other Friday witnesses at hearing on ethics bills were Sen. William Proxmire (D-Wis.), who urged law to prohibit any degree of "hospitality" to FCC members by any licensee, and Prof. Frank Newman, U. of California law school, who said HR 4800 is flexible enough to let FCC members exempt bulk of applications from off-record contact proscriptions, contrary to FCC views.

Sen. Proxmire was questioned by GOP members whether he would prohibit conflict of interest for congressmen or honorariums to them from groups interested in legislation. He thought disclosure would be effective in such cases and that any legislation should be in separate bill.

FCC load increasing

FCC workload is going to become heavier on anticipated questions involving new equal time provisions of Sec. 315 of Communications Act. This is estimate of FCC Commissioner Rosel H. Hyde who made his guess in panel discussion on District Roundtable over WWDC Washington, D.C., last night (March 20). Mr. Hyde was interviewed by Leon Brooks, CBS attorney in Washington; Harry M. Plotkin, former FCC assistant general counsel and now in private practice, and Gene A. Bechtel, Washington attorney, representing D.C. Bar Assn.

Mr. Hyde pointed out that prior to congressional revisions, Sec. 315 was relatively simple to administer. If candidates received air exposure in what- ever form, all opponents had same right. But under revised provisions question will be, whether newscasts or interviews are legitimate or not. This is likely to mean "considerable strain and effort" on part of FCC, Mr. Hyde observed. He also wondered if court appeals of FCC rulings will increase.

Let it snow

Snowdrifts are rough on traveling but can be great for television. Weather's effect on viewing (also see page 84) was pointed out in some quick computations run off Friday by A.C. Nielsen Co.

They showed that on evening of March 2, when 14 inches of snow were dumped on New York, homes using television in metropolitan area shot up by 16 to almost 30% as compared to unsnowy Feb. 18. Examples: 7-8 p.m., homes using tv went from 54.9% on Feb. 18 to 65% March 3; 8-9 p.m., from 60.1 to 78; 9-10 p.m., 70.9 to 87.4, and 10-11 p.m., 69.1 to 80.0.

Mack, Moss explain Dick Clark quiz lag

Complexity of ABC-TV star Dick Clark's business interests and reluctance of people interviewed to talk about him were cited by House Legislative Oversight Subcommittee Democratic members Peter Mack (III.) and John Moss (Calif.) as reasons group has delayed calling Mr. Clark to testify until case is built up more.

They termed pressure by GOP member John Bennett (R-Mich.) as attempt to "stampedede" group into sensational hearing violating "American concepts of common decency and fair play." Rep. Bennett was enroute to Michigan to attend funeral of aunt and were not available for comment. Reps. Mack and Moss released statement today (March 21) with explanatory memo by Robert Lishman, subcommittee chief counsel.

Money for 'policing'?

FCC probably will ask Congress for money to police radio-tv industry. FCC Chairman Frederick W. Ford said March 20 in news conference taped for station clients of News Assoc., Washington. He did not offer specific ideas on ways this job would be done. Chairman Ford voiced doubt that licensing of networks is necessary, noting FCC has "a great deal of control over the networks through the stations." He refused to answer questions about acceptance by President Eisenhower of gifts and by ex-FCC Chairman John C. Doerfer of vacation entertainment (see Broadcasting interview page 68).

New free time bill

Free time bill for presidential candidates identical to ones already in Senate and House was introduced Friday by Rep. Stewart L. Udall (D-Ariz.). He said his bill (HR 11260) would give both major party nominees equal opportunity to bring issues to public.

McConnell heads IBA

Robert B. McConnell, WISH-AM-TV Indianapolis, elected president of Indiana Broadcasters Assn. He succeeds Joseph M. Higgins, WTHI-AM-TV Terre Haute, and under revised procedure will serve with other new officers until 1961 fall meeting. Also elected at IBA meeting in Indianapolis Friday: Merrill C. Johnson, WGL Fort
Wayne, vice president-radio; Eldon Campbell, WFBM-TV Indianapolis, vice president; Edward Edens, WFML (FM) Washington, vice president-fm; E. Berry Smith, WFIE-TV Evansville, secretary-treasurer. New directors: Joseph Haas, WLOI La Porte; Richard E. Jackson, WSAL Logansport; Dennis J. Keller, WITZ Jasper; Don Burton, WLBC Muncie; Lester G. Spence, WKBV Richmond, and Mr. Higgins. Federal Trade Commission Chairman Earl E. Kintner addressed IBA (see story page 65).

Strike statement

Next move toward settlement of actors' strike against motion picture producers is up to producers, according to joint statement issued by John L. Dales, national executive secretary, Screen Actors Guild, and Charles S. Boren, executive vice president, Assn. of Motion Picture Producers, following Friday afternoon meeting (see story, page 90). Joint statement reads: "We have spent the afternoon exchanging offers and counter-offers. We are dispersing now until the producers set the date for the next meeting."

Salinas, New York stations are sold

Following station sales announced Friday subject to usual FCC approval:
- KSBW-AM-TV Salinas-Monterey and KSBY-TV San Luis Obispo, Calif.: Sold by John C. Cohan group to Paul F. Harron, Gordon Gray and associates for $3.1 million. Veteran broadcasters Harron and Gray own WKAL Rome and WKTU (TV) Utica, both New York, and World Broadcasting System, New York. Included in transaction is Muzak franchise for area. Mr. Cohan will remain as manager of California stations under new ownership, and will retain personal ownership of KVEC San Luis Obispo. KSBW is 5 kw on 1380 kc and affiliated with MBS. KSBW-TV is ch. 8 and KSBY-TV is ch. 6, both being affiliated with all three tv networks.

Business briefly

Who else? • Exquisite Form Brassiere Inc., N. Y., signed sponsorship of \textit{This Is Zsa Zsa}, new five-a-week five-minute series starting today (March 21) on ABC Radio (time determined by local stations). Program is said to mark radio debut of Miss Gabor. Series produced by Trond Assoc., N. Y. Agency: Regal Adv. Assoc., N. Y.

WEEK'S HEADLINERS

**Leslie Winik**, director of programming, International Telemeter Co., since division of Paramount Pictures Corp., January 1958, elected vp. Mr. Winik, who founded Official Films in 1939, has been instrumental in preparing Telemeter program plans for wired pay television and with Madison Square Garden management negotiated hockey game tv feeds for Toronto system (Broadcasting, Feb. 29). A former motion picture distributor operating from England (he owned and operated several theatres in London), Mr. Winik formed Winik Films in 1950, during which time he produced 11 championship fight films for theatrical release and produced and distributed two tv series, \textit{Famous Fights} and \textit{Madison Square Garden}.

**Mr. Winik**

**Mr. Brockman**

**Mr. Wylie**

**Thomas C. Butcher** resigns as president, Brown & Butcher, because of loss of Babbit account which he said was "the business catalyst" for joining with Carl Brow in agency. He started as copywriter at BBDO in 1932, subsequently held posts at Colgate-Palmolive, William Esty Co. and was executive vp of Lennen & Newell when he left there in 1958 to organize Brown & Butter.

**Hugh C. Ralston**, Ford Motor Co. special advertising and pr consultant in Europe, appointed manager of Ford's newly-established tv department of Dearborn, Mich., which will coordinate all tv activities. This includes purchases, script evaluation, talent, production, commercials and related functions. He will provide staff relationship with various Ford divisions and their advertising managers and agencies, networks and program producers, and will report to Edward E. Rothman, Ford's general advertising-sales promotion manager.

**Louis N. Brockway** relinquishes duties as chairman of executive committee of Young & Rubicam, effective May 1. Mr. Brockway, prominent in advertising field—served terms as chairman of The Advertising Council and American Assn. of Advertising Agencies—will continue with Young & Rubicam as director and on special assignments. He joined Y&R in 1930 as account executive, became a vp and supervisor nine years later, executive vp in 1943 and two years ago was appointed to chairmanship he now vacates.

**Burton H. Hanft**, resigned as vp and treasurer, Screen Gems, joins NBC as vp-talent and program contract administration March 28 succeeding James A. Stabile who became NBC vp-standards and practices last November. Mr. Hanft joined Screen Gems in 1952 as business manager, became director of business affairs and was elected vp in 1957 and year later named treasurer. He is former attorney and at one time was on Columbia Pictures' legal staff.

**William A. (Bill) Wylie** resigns as director of tv-radio department of McCann-Erickson, M-E Productions, to become vp of tv radio department of Lambert & Feasly Adv., N.Y., effective April 1. He joined M-E in 1955 as account executive, became associate director of tv-radio department in 1957, and director of client services last year. His tv accounts included National Biscuit Co., Chrysler, Bulova Watch, Colgate-Palmolive, Westinghouse, Liggett & Myers and Coca-Cola. Mr. Wylie began in broadcasting in 1945 in script department of ABC and in 1950 became director of station relations.

**For other news of people see Fates & Fortunes**
By Any Yardstick

THE BIG ONE

Takes the Measure

ARB
PULSE
NIELSEN
TRENDEX

WKRG TV

CHANNEL 5 MOBILE, ALA.
There's more to
There's **WJXT** in Jacksonville, with outstanding figures that leap to every advertiser's attention. Example: well over *double* the county coverage (66 vs 28) in the booming Northeast Florida-South Georgia region! Example: *all* the first 15 shows in the latest Nielsen ratings . . . and all but 6 out of the top 50 shows! No matter how you measure it, the answers come up the same . . . there's more, *much more* to WJXT.

**WJXT**

JACKSONVILLE, FLORIDA

Represented by CBS Television Spot Sales

*Operated by The Washington Post Broadcast Division:*

**WJXT** Channel 4, Jacksonville, Florida  **WTOP Radio** Washington, D.C.  **WTOP-TV** Channel 9, Washington, D.C.
To reach the BUYING ADULT AUDIENCE in Houston

It's K-NUZ — the NO. 1* BUY in HOUSTON

... at the lowest cost per thousand!

*See Latest Surveys for Houston

National Reps.: THE KATZ AGENCY, INC.
- New York
- Chicago
- Detroit
- Atlanta
- St. Louis
- San Francisco
- Los Angeles
- Dallas

24 HOUR MUSIC and NEWS

IN HOUSTON, CALL DAVE MORRIS
Jackson 3-2581

OPEN MIKE

Buying, selling stations

EDITOR: Send 1,000 reprints "The big bull market in radio-tv" (page 80, Feb. 15)—H. Scott Kilgore, Tele-Broadcasters, New York.

EDITOR: We would like extra copies...—Paul H. Chapman, Paul H. Chapman Co., Atlanta, Ga.

[Reprints are available, 15e each.—The Editors]

Outlook for 1960's

EDITOR: Please send 10 reprints of the article, "A glowing forecast for the '60's: tv advertising income to double," page 23, Jan. 4 issue.—Monas S. Bachman, Promotions Manager, KXTV (TV) Sacramento, Calif.

[Reprints are available, 10c each.—The Editors]

Right name, wrong job

EDITOR: ...I did want to correct as soon as possible an error in the March 7 media section (page 94) carrying an item about me—which is much appreciated—but which designates my job as general manager, whereas I was appointed general sales manager of KFRE-AM-TV and KRFM (FM) Fresno, Calif. Leslie H. Peard Jr. is the general manager of all three stations...—Leslie H. Norins, General Sales Manager, KFRE-AM-TV and KRFM (FM) Fresno, Calif.

Ad course background

EDITOR: I am presently in the midst of writing and editing a course on advertising. In one section, I am covering rather thoroughly media and its placement.

I wonder if you could give me permission to reproduce parts or all of the following tables: Feb. 15, 1960 issue, "Television time sales 1948-1959" and "Radio time sales 1935-1959"; 1959 BROADCASTING YEARBOOK, tables on radio and tv trends, audiences, etc.

This information should help our students a great deal...—Irvin Davis, Clayton-Davis & Assoc., St. Louis.

[The material may be quoted within context and with credit.—The Editors]

SUBSCRIPTION PRICES: Annual subscription for 52 weekly issues $7.00. Annual subscription including Yearbook Number $11.00. Add $1.00 per year for Canadian and foreign postage. Subscriber's occupation required. Regular Issues 35c per copy; Yearbook Number $4.00 per copy.

SUBSCRIPTION ORDERS AND ADDRESS CHANGES: Send to BROADCASTING Circulation Dept., 1735 DeSales St., N.W., Washington 6, D.C. On changes, please include both old and new addresses.
Interview: Gene Fitzgerald

Penick & Ford Advertising Manager tells why he chooses
WLW TV Stations and WLW Radio for My-T-Fine Puddings and Swel Frosting Mix

"The WLW Stations take the cake for offering advertisers the big 3 in broadcasting—PROGRAMMING, AUDIENCE, PROMOTION!"

"This programming has helped give us a mighty fine position in the market and the loyal program audience helps create a loyal brand consumer."

"And for the cherry on the cake, we welcome the Crosley Stations practical promotion and merchandising help."

Call your WLW Stations' Representative...you'll be glad you did! The Dynamic WLW Stations
KJEO-TV
Central California’s
#1 Prime Time Station
with proof from the
viewers themselves:

*Channel

47

Fresno, California

J.E. O’Neill — President
Joe Drilling — Vice President
and General Manager
W.O. Edholm—Commercial Manager
See your H-R representative early for your best prime time buys.

April 1—Comments due on FCC proposal for shorter license periods to strengthen its broadcast enforcement.

April 2—Comments due on FCC rulemaking to duplicate 23 clear channels with additional nighttime service.

April 1—Repeat of RAB’s National Radio Advertising Clinic, Sheraton-Blackstone Hotel, Chicago.

April 1—Women’s Advertising Clubs eastern inter-city conference, Sheraton-Biltmore Hotel, Providence, R.I.

April 2—As a prelude to its national convention, the National Assn. of FM Broadcasters annual business meeting, Conrad Hilton Hotel, Chicago.

April 3—NAB Annual Convention, Conrad Hilton Hotel, Chicago.

April 4—Academy of Motian Pictures Arts & Sciences annual Oscar awards ceremonies, Pantages Theatre, Hollywood, and broadcast on NBC Radio-TV networks 10-11:30 p.m. EST.

April 6—American Management Assn.’s national packaging conference, Convention Hall, Atlantic City, N.J.


April 5—Broadcast Pioneers annual dinner meeting, Sol Talhoff, publisher of BROADCASTING, is chairman of banquet committee, Conrad Hilton Hotel, Chicago.

April 6—Academy of Television Arts & Sciences national convention on New York station operations, ABC.

April 8—Oregon Assn. of Broadcasters annual meeting. Howard Bell, assistant to president, NAB, is key speaker. Eugene, Ore.

April 9—Disc Jockey Assn., membership meeting, Minneapolis (site to be selected).

April 31—Deadline for filing reply comments to proposed FCC amendment of Cenexad manual BC-3 to provide for transmission standards for the Cenexad attention signal. Deadline for reply comments is April 25.

March 21—Academy of Television Arts & Sciences, Los Angeles chapter. Groucho Marx, Red Skelton and others will discuss “Bugs in Television” at 8 p.m. meeting at the Beverly Hilton Hotel, Beverly Hills, Calif.

March 31—Assn. of Broadcast Executives of Texas, E. H. Kitteredge, vice president, will discuss “The Viewers themselves” with your best prime time KJEO.

Yet KJEO-TV rates are right with the lowest in the area. See your H-R Representative early for your best prime time buys.
FUTURSONIC PRODUCTIONS, INC. PRESENTS

TAKE TIME TO MAKE MONEY... WITH TIME CHEX, ANOTHER FIRST FROM FUTURSONIC! FUTURSONIC PRODUCTIONS HAS CREATED WHAT REPRESENTS A FIRST IN MEDIA PRODUCTION. THE FABULOUS TIME CHEX—145 TIME BREAKS IN MUSICAL JINGLE FORM. THESE ARE NOT MERELY "STOCK" TUNES OR TIME SIGNALS, BUT MUSICAL JINGLES GIVING THE SPECIFIC TIME EVERY FIVE MINUTES OF EVERY HOUR ON THE FIVE MINUTE MARK—1:05, 1:10, 1:15, ETC. —24 HOURS AROUND THE CLOCK. NOW, HERE'S HOW THE TIME CHEX CAN MAKE MONEY FOR YOU: OFFER THEM AS CAMEO PROGRAMS TO YOUR LOCAL ACCOUNTS... PARTICULARLY, PRESTIGE ACCOUNTS SUCH AS BANKS, SAVINGS AND LOAN ASSOCIATIONS, AND THE LIKE. THE LONGEST JINGLE IS ONLY 8 SECONDS IN LENGTH, SO THERE'S PLENTY OF TIME FOR COMMERCIAL COPY. THE LOCAL ADVERTISER GETS TOP NOTCH PRODUCTION AND YOUR STATION GETS A NEW EXCLUSIVE PROMOTION AND INCREASED BILLING! BUT, WHETHER YOU USE THE TIME CHEX AS A DIRECT REVENUE BUILDER OR AS A STATION PROMOTIONAL IDEA, PLEASE ACT PROMPTLY! THIS MATERIAL IS SOLD ON AN EXCLUSIVE BASIS TO ONLY ONE STATION IN EACH MARKET! FILL IN THE SPACE PROVIDED BELOW AND MAIL TODAY! A DEMONSTRATION TAPE OR DISC WILL BE forwarded TO YOU IMMEDIATELY. NEWEST TIME CHEX USERS: CHICAGO-WJMD/PITTSBURGH-WEEP/TORONTO, CANADA-CHUM/BOSTON-WCOP/SAN ANTONIO-KONO/MEMPHIS-WMPS INDIANAPOLIS-WFBM/MONTREAL, CANADA-CKGM/CINCINNATI-WSAI PLEASE RUSH THE FABULOUS TIME CHEX, WITHOUT Obligation, TO: NAME: ___________________________ FIRM: ___________________________ ADDRESS OR P.O. BOX: ___________________________ CITY: ___________________________ STATE: ___________________________ FUTURSONIC PRODUCTIONS, INC. RI 8-9525 3101 ROUHT DALLAS, TEXAS.
board of directors meet, Hotel Statler, Dallas.
April 21-23—New Mexico State Broadcasters annual spring meeting. Las Cruces, N.M.
April 21-23—Western States Advertising Agencies Assn. tenth annual conference. Shelter Island Inn, San Diego.
*April 22—Assn. of National Advertisers workshop on shows and exhibits. Hotel Plaza, New York.
April 22—Virginia AP Broadcasters, National Press Club, Washington.
April 24-27—National Retail Merchants Assn. sales promotion division mid-year conference, Paradise Inn, Phoenix, Ariz.
April 24-27—Continental Advertising Agency Network annual conference, Fontainebleau Hotel, Miami Beach.
April 24-28—U. of Florida School of Journalism & Communications journalism-broadcasting week, Gainesville. (Broadcasting Day, 25th.) Main speaker: Matthew Culligan, general corporate executive, McCann-Erickson.
April 25—Academy of Television Arts & Sciences forum on pay tv vs. free tv.
April 28—Southern California Broadcasters Assn. luncheon meeting with program to be presented by Cunningham & Walsh, L.A. Hollywood Knickerbocker.
April 28-29—Ohio Broadcasters Assn. annual meeting. Pick-Ohio Hotel, Youngstown.
April 30—Radio Television News Directors Assn. spring board of directors meeting, Sheraton Russell Hotel, New York.
*April 30-May 1—United Press International Broadcasters Assn. of Texas annual convention. UPJ's national radio-tv editor of Chicago will be featured speaker. Special program from Air Defense Command, Colorado Springs. Baker Hotel, Dallas.

MAY

May 2—Reply comments due on FCC rulingmaking to duplicate: 45 clear channels with additional nighttime service.
May 2-4—Assn. of Canadian Advertisers convention, Royal York Hotel, Toronto, Ontario.
May 3—Conrail drill scheduled by FCC for all radio and tv stations in all states except Hawaii and Alaska. Duration: one-half hour at time corresponding to 1 p.m. EST.
May 4—Reply comments due on FCC proposal to add additional vhf channels to several principal markets through reduced requirements. Comments due.
May 4—Station Representatives Assn. awards luncheon. The Silver Nell Timekeeper of the Year award and Gold Key will be presented. Waldorf-Astoria Hotel, New York.
May 5-8—American Women in Radio & Television national convention. On agenda: an all-day industry forum, six radio-tv workshops and general session on radio programming, tv commercials and educational tv. Final day will be devoted to business meeting, including election of officers. Pick-Carter Hotel, Cleveland.
May 7-9—U. of Wisconsin Journalism Institutes, Wisconsin Center, Madison.
May 9-11—Institute of Radio Engineers Symposium, Hotel del Coronado, Coronado, Calif.
May 18—Wisconsin FM Station Clinic, Center Blvd., U. of Wisconsin, Madison.
May 12-15—Advertising Federation of America Fourth District convention, Beach Club Hotel, Fort Lauderdale, Fla.
May 13-14—South Dakota Broadcasters Assn. annual meeting. Sheraton-Johnson Hotel, Rapid City.
May 14-16—Advertising Federation of America 2nd District convention, Skyline Inn, Mt. Pocono, Pa.
May 15-16—National Sales Executives-International 25th annual international distribution congress and business aids show, Statler-Hilton Hotel, Buffalo.
May 18-20—Electronic Industries Assn. annual convention, Pick Congress Hotel, Chicago.
May 21-22—Illinois News Broadcasters Assn. spring meeting, U. of Illinois campus, Champaign. Combined clinic and business meeting will be jointly sponsored by INBA and university's College of Journalism and Communications, with some sessions at Innam Hotel, Champaign.

JUNE

June 5-9—Advertising Federation of America convention, Hotel Astor, New York.
June 5-9—Assn. of Industrial Advertisers annual convention. Shoreham Hotel, Washington, D.C.
June 7-9—National Sales Executives-International eighth annual session-graduate school of sales management and marketing, Syracuse, N.Y.
June 8—Academy of Television Arts & Sciences, forum on tv and politics, ABC.
June 12-17—Fourth Annual Communications Institute for High School Students, Institute on broadcasting sponsored by School of Journalism, Pennsylvania State U., State College, Pa.
June 13-17—International Advertising Film Festival, Lido, Venice, Italy.
June 20—National Academy of Television Arts & Sciences presents annual Emmy Awards. Presentation to be carried over NBC-TV, 10-11:30 p.m. EDT.
June 20-21—Chicago Spring Conference on Broadcast and Television Receivers, Graemere Hotel, that city running concurrently with International Home Furnishings Market. Emphasis will be on home consumer entertainment field under sponsorship of Chicago Section of Institute of Radio Engineers.
June 23-25—Maryland-D.C. Broadcasters Assn. annual meeting. Ocean City, Md.
June 24-25—Colorado AP Broadcasters Assn., Pueblo.
HOW DO THE PIECES FIT TOGETHER?

The two solid blocks of wood (illustrated) dovetail securely together. The other two vertical sides (not visible) look precisely the same as the two vertical sides shown. How are the pieces put together?

(Send your correct solution to WMAL-TV to win a copy of Dudeney's "Amusements in Mathematics," published by Dover Publications, Inc., N. Y. C.)

(To see how WMAL-TV's coverage of the Washington area dovetails with client marketing plans, check with the H-R man.)

wmal-tv

Channel 7 Washington, D. C.

An Evening Star Station, represented by H-R Television, Inc.

Criticism can be two-way street

Television is a peculiar business.

Everybody seems to know more about it than the people engaged in it. Anyone can be an expert. All he has to do is to spend a few minutes a day reading a column in his newspaper, plus a little time with the weekly and monthly magazines.

The television critics for the print media are an amazing lot. They are experts in programming, research, business and finance, labor relations, advertising and almost anything else that concerns a network president or a station manager. It seems odd that television doesn't hire some of these experts and solve its problems at once.

We are not saying that it is bad that the public reads so much about the problems confronting the television industry and their solutions, but we sometimes wonder if the public is aware that they are not necessarily reading unbiased viewpoints. Newspapers and magazines are competitive to broadcasting, highly competitive, even when they are owned by the same interests.

Critics Are Critical • Television critics rarely are friendly to the broadcast industry and some print media are even known to editorialize a little in their news columns about problems in the broadcast and advertising fields.

It is rarely pointed out that some of the abuses that lately have been plaguing television have their counterparts in newspapers. Or that many of the television commercials which have been criticized by the press have print versions which are equally objectionable.

It's fun to speculate on what a Newspaper Column of the Air would be like on radio or television. It would probably get about a 0.1 rating, but everyone has read that ratings are silly anyway so that is no problem. Let's see what we could do with such a column:

How It Might Sound • "Good evening, ladies and gentlemen. This is your Newspaper Column of the Air. Tonight we are going to take you on a front to back tour through the pages of the Big Town Gazette.

"Ever since the new management took over at the Gazette, this paper has been going downhill. True, it has had a 25% circulation gain and a 10% increase in advertising revenue, but we are talking about quality, not quantity. It behooves this management to get on the ball and start thinking about public service and community needs—not dollars for the stockholders. But, the newspapers are not licensed by the government and are subject only to newsprint limitations, libel laws, competitive considerations and they can always scream about freedom of the press when attacked.

"Let's start on the front page. Take the headline as an example of what's happening to this paper—"Sex Maniac Kills Ten on Lovers' Lane." Certainly, in a paper that boasts of its home-delivered circulation, that story would have been better placed on Page 3 (if they had to print it at all) with the front page featuring something like 'Broadway Being Repaved.' We counted the lines on the front page and 52%, more than half, were devoted to stories of crime and violence. No wonder we have juvenile delinquency in this city.

"While we were in a counting mood, we added up the number of pages of advertising in last night's Gazette. Want to guess? 65% advertising! And they scream about the Jack Paar Show.

Kidneys and Bladders • "That department store ad on page 4 certainly was in bad taste. Seductive models in scanty lingerie certainly have no place in a home newspaper. This is typical of the attitude of this paper for anything for a buck. And how about the kidney and bladder ads and the pile cures? Certainly not very appetizing reading right next to the food section.

"Speaking of the food section, we're glad to see that the editor is watching our Kitchen Show. Those turnovers were delicious when we sampled them in the studio kitchen last week. Wonder if the Gazette has a kitchen?

"The society page was divine. More board chairmen's daughters coming out and glamorous goings on over in the country club district. Oh yes, and a Mary Smith got married in three lines on South First St.

"On page 5 where Aunt Beth's 'Garden Column' ran for 20 years they now have a syndicated Broadway column. How do they expect to develop local talent if they cut'em off?

"I know Aunt Beth didn't show up too well in that recent readership study, but she had a very loyal following and she is such a sweet lady. Besides, how can anyone say that what a mere handful of people read can be any indication of what half a million people read?

"I understand that the sample for that survey was only 300 people. How ridiculous! Even if the readership figures were accurate, isn't it the editor's responsibility to uplift the readers' tastes—not give them drivel like that New York column.

Press Payola • "The Gazette devoted three pages to sports last night—most of it to basketball tournaments. Why don't they leave this kind of thing to radio-tv stations and live coverage? I see that some of the writers are down South again for baseball's spring training season. I guess everybody knows by now that not all newspapers pick up the tabs for these junkets. Payola is a many-sided thing.

"The comic page continues to feature violence and killing. Fearless Fosdick shot 10 innocent bystanders—his lowest bag of the week. Daisy Mae continues to wear those sexy rags and Lil' Abner doesn't notice. I'll bet your sons do."

Format not copyrighted. Nor recommended. But it suggests: would newspapers long endure this sort of critique, the type they've been showering on tv?
To each purpose there is a proper *time* for accomplishment. The important thing is having the perspective to recognize it.

Successful advertising is predicated on this axiom, also. For whether an advertiser seeks a broad or a select, a laboring or a white-collar, a youthful or an adult audience for his sales message... tastes and interests differ widely; and there is a specifically effective *time* to reach every audience. The important thing is having the perspective to employ it.

In the Maryland Market, WBAL-TV programs to satisfy the variety of needs of the widest practical audience, but with the perspective to reach every audience in direct relationship to the significance its percentage bears upon the whole. Our schedule is so balanced, carefully, because we have a public responsibility to provide entertainment, information and education for *all* of our viewers. Thus, at WBAL-TV, an advertiser's efforts may be directed specifically to the particular audience he seeks. The *time* he requires to accomplish his purpose remains only to be realized.

"To every thing there is a season, and a *time* to every purpose..." the prophet says. At WBAL-TV in Baltimore, our advertisers reap the fruit of *time* well spent.

**WBAL-TV BALTIMORE**

Nationally represented by Edward Petry & Co., Inc.
As every time buyer knows, you really don't buy time on TV; you buy EYES and EARS!

We're very happy to tell you that, based on the latest Nielsen Report for the Rochester Area (November 1959), Channel 10 focuses no less than 714,560 beautiful eyes on your sales message from noon to 6:00 P.M.—and an equal number of dainty and attentive ears!

Based on the same Nielsen Report, Channel 10 focuses 689,040 eyes and ears on your sales message every evening, from 6:00 P.M. to Midnight, seven days a week!

In other words, Channel 10 offers you 56% of the TV viewers in the Rochester area, afternoons—and 54% of the Rochester area viewers every evening!

SO—if you want the majority of viewers and listeners in the Rochester area to see and hear about your product, your best buy, now as always, is Channel 10!
time tested RCA-6166 and the new ceramic-metal RCA-6166-A

RCA-6166 is one of the most respected power tubes in broadcasting. Its dependability and long operating life are bywords with station engineers all over the world. This kind of service means extensive transmitter operating economies, and keeps the business office as happy as the engineering department.

Now, consistent with its practice of bringing you the latest technical advances, RCA offers you a ceramic-metal version of this famous tube, the RCA-6166-A. The use of ceramic insulation makes possible somewhat higher maximum plate-voltage ratings for the 6166-A and permits operation up to 220 Mc. The 6166-A is directly interchangeable with the 6166. You'll get the same outstanding service from RCA-6166-A as you have learned to expect from RCA-6166.

Get full details on these and other RCA broadcast tubes from your nearest RCA Distributor of broadcast tubes. He also carries RCA Sound Tape for your convenience. Call him for prompt, complete service.
LARGEST TV
And look at these other facts about WBZ-TV!

- Most national advertisers of any Boston TV station—193 compared to 148 for the second-place station.
- Most newscasts of any Boston TV station.
- Public service programming—234 hours and 12,667 spot announcements contributed last year to 203 charitable projects.
- Most local air personalities—more than any other Boston TV station.
- Most awards of all Boston TV stations.

*ARB

That's why, in Boston, no TV spot campaign is complete without the WBC station, **WBZ-TV**

**BOSTON**

Represented by Television Advertising Representatives, Inc.

Westinghouse Broadcasting Company, Inc.
WSJS TELEVISION
has
GRADE A COVERAGE *
FOR MORE CONSUMER INCOME
than any other North Carolina Station

THIS FACT FACES YOU!

PROOF:
Within its Grade A telecasting area, WSJS-Television reaches a consumer population of 1,393,420 with total spendable income of $1,827,286,000. In North Carolina’s biggest Metropolitan market located in the rich industrial Piedmont, the WSJS-Television market represents a more powerful buying force than that offered by any other North Carolina station.

WSJS television
Winston-Salem / Greensboro

MST

CHANNEL 12
Headley-Reed, Reps.

BROADCASTING March 21, 1960
TV LIVING UP TO BOOM FORECASTS

Network advertisers are buying now for the fall schedules

Trend in spot tv is to short-term, high-volume campaigns

National advertisers are spending more in tv — and faster — than ever before.

The boom this early in 1960 is indicated in a spot check of major tv agencies and station representatives. Reported are substantial increases which indicate March to be at a peak both in network fall selling and in spot sales.

The prediction earlier this year of more than $1.6 billion in net time and talent in television (BROADCASTING, Feb. 15) would appear to be assured.

But it is the brisk pace of advertisers in tv that has the medium's business people guessing and hopping. The network sales pace—well ahead of last year—and a trend to short-term buying in spot and at a high billing volume should keep salesmen scurrying for months to come.

Fast Change • What was conventional yesterday is out-dated today. Only a short time ago, time salesmen vainly sought to convince agencies that tv schedules could accommodate 20-second commercials just as well as 60-second announcements and in prime time periods. Now suddenly the pick up is in 20s, and 30s (10 seconds) are following along. Some representatives go so far as to predict a 20-second availability comeback after lagging behind in popularity for nearly 2½ years.

A fast network sales pace, however, cannot but help spot business. Salesmen can peddle adjacencies, offer availability and easy time sales much earlier than usual. It also can allow for advertisers to come to quicker decisions on how much of a budget ought to go into tv and where.

The $1.6 billion estimate comes from the Television Bureau of Advertising. The figure is $1,685.5 million in net time and talent, or a 10.5% increase over 1959. Last year, McCann-Erickson reported $1,525.5 million in tv, or a boost of 12.6% over 1958.

The peak March comes on top of a formidable report from tvb that national advertisers last year placed $1.23 billion in tv at gross rates, or some 14% over 1958 (see story, page 28).

Gains Along the Line • In network, advertisers are expected to place $850 million for net time and talent, an increase of 8%. In spot, the forecast is for $513.5 million in advertiser monies, a gain over 1959 of 12%. Local tv business is expected to gain a fat 15% —from $280 million in 1959 to $322 million this year. Tv's share of all advertising in measured media: 14% compared to 13.8% in 1959 and 13.1% in 1958.

Each of the networks—studiously avoiding details at a time when competition is at a height both in selling and in program scheduling—reports it is operating in an excellent sales climate for next season. Abc-tv is looking for its biggest season yet, reporting much more than $50 million now committed, its schedule nearly 90% set and orders coming in faster than they can be made firm. CBS-tv and NBC-tv are more cautious but program lineups are taking shape and advertisers jostling for the most favorable buys. Procter & Gamble and General Foods, to name but two, already have announced early network buys for the 1960-61 season. ABC-tv only last week wrapped up Gillette as an advertiser of a year-round sports package—Gillette upping its tv budget about 20%

Substantial is the Word • Agencies—those which billed high in spot and in network last year—and station representatives report they are handling "substantially" more tv business than they did at this time in 1959.

J. Walter Thompson, for example, sees "substantial increases" in spot tv already underway, its spot buying on all major accounts over the last year's level. BBDO finds a general increase, enough to make 1960 a "better year" than 1959 which was "a good year" as compared to 1958, "a bad year." Young & Rubicam says this year should find spot billing "very substantial" with spot testing of new products again leading the way.

Other agencies react similarly, Benton & Bowles in a "very good" spot billing position and predicting increases for the agency this year, Grey Adv. "do-

Time and talent spending in tv: 1949-1960

This chart shows where the various categories of tv spending (net time and talent) have been and where they appear to be headed. It's extracted from new Tvb sales presentation slide and is based on Tvb and McCann-Erickson data.

Total billing is expected to increase 10% this year. Network spending should jump at least 8% and spot sales are expected to gain about 12%. Local business expects a booming 15% increase.
National advertisers piled their chips $1.23 billion high in television last year. This figure representing the combined estimated gross billing for network and spot (national and regional) is about 14% over the 1958 level.

The continued build up in national gross time purchases is reflected today (March 21) in Television Bureau of Advertising’s reporting of fourth quarter spot tv billing.

The last quarter of 1959 found tv spot hitting $165,732,000 bringing the year’s spot total to $603,603,000. To this is added a tv network total of over $627.3 million reported earlier (Broadcasting, Feb. 22), or an overall national advertiser tv billing of more than $1.23 billion at gross rates.

In the national billing columns, the figures have been all to the good. Fourth quarter ’59 in spot compared with $149.1 million for the period in the preceding year. For the 316 stations reporting in the fourth quarter for both years the increase was 13.3%. For the year, the gain was 18%.

As for the tv networks’ gross time billing, last year’s total represented an increase over 1958 of 10.7%.

P & G Basks in Spot • Procter & Gamble spent more in spot during the fourth quarter than it did in network that same period. P & G’s spot spending came to over $12 million in spot time purchases at the one-time rate as compared to over $11.3 million in network.

Second ranking fourth quarter spot advertiser was Adell Chemical Co. with over $4.4 million in the medium. Third position was occupied by General Foods with nearly $3.6 million (over $5.4 million in network that period) and fourth place went to Bristol-Myers also with more than $3.5 million in spot (comparable to its near $2.7 million in network). Other top national-regional spot advertisers in the order of their rank:

Colgate-Palmoive with $3.2 million ($5.5 million same period in network), American Home Products at $3.2 million ($7.9 million same period in network), Brown & Williamson Tobacco at $3 million ($2.6 million same period in network), Continental Baking Co. at $2.9 million, Lever Bros. at $2.7 million ($7.5 million same period in network) and International Latex Corp. at $2.6 million.

Auto spot • The automotive classification in spot showed an appreciable climb in the fourth quarter to $5.4 million in 1959 from $1.9 million in the 1958 quarter; similarly toys to $2.9 million from $2 million; tobacco to $9 million from about $5.8 million and watches-jewellery-cameras to $1.7 million from $61,000.

In a breakdown of billing into day and night periods for the fourth quarter, the daytime total came to over $62.2 million, an increase of 37.6% over the same period in 1958; in nighttime, an $81.9 million total represented a gain of 49.4%, and as for late night, the $21.4 million total was a 13% increase.

Announcements by far still take the greatest slice of the advertiser’s dollar-interest: $127.9 million or 77.2% of the total spot gross in the fourth quarter. Advertiser ID purchases amounted to $17.6 million or 10.7% and programs took $20 million or 12.1% of fourth quarter billing.

The list of first-time advertisers among the top 100 spot spenders found these coming in at the fourth quarter: Contadina Foods, Kayser—Roth Hosiery Co., Lanvin Parfums, Louis Marx & Co., North American Philips Co., Quality Bakers of America Cooperative Inc.

Spot tv billing is compiled by Tvb and N.C. Rorabaugh; network by Leading National Advertisers-Broadcast Advertiser Reports.

The top 100 clients  

FOURTH QUARTER 1959  

(Source: Tvb-Rorabaugh)

<table>
<thead>
<tr>
<th>Rank</th>
<th>Client Name</th>
<th>Estimated Expenditure</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Procter &amp; Gamble Co.</td>
<td>$12,035,400</td>
</tr>
<tr>
<td>2</td>
<td>Adell Chemical Co.</td>
<td>$4,424,200</td>
</tr>
<tr>
<td>3</td>
<td>General Foods Corp.</td>
<td>$3,560,200</td>
</tr>
<tr>
<td>4</td>
<td>Bristol-Myers Co.</td>
<td>$3,566,100</td>
</tr>
<tr>
<td>5</td>
<td>Colgate-Palmoive Co.</td>
<td>$3,266,300</td>
</tr>
<tr>
<td>6</td>
<td>American Home Products Corp.</td>
<td>$3,207,800</td>
</tr>
<tr>
<td>7</td>
<td>Brown &amp; Williamson Tobacco Co.</td>
<td>$3,007,200</td>
</tr>
<tr>
<td>8</td>
<td>Continental Baking Co.</td>
<td>$2,933,500</td>
</tr>
<tr>
<td>9</td>
<td>Lever Brothers Co.</td>
<td>$2,742,100</td>
</tr>
<tr>
<td>10</td>
<td>International Latex Corp.</td>
<td>$2,657,600</td>
</tr>
<tr>
<td></td>
<td>Miles Labs, Inc.</td>
<td>$2,579,700</td>
</tr>
<tr>
<td>12</td>
<td>Warner-Lambert Co.</td>
<td>$2,100,800</td>
</tr>
<tr>
<td>13</td>
<td>Vick Chemical Co.</td>
<td>$1,966,500</td>
</tr>
<tr>
<td>14</td>
<td>Pillsbury Co.</td>
<td>$1,794,300</td>
</tr>
<tr>
<td>15</td>
<td>Standard Brands Inc.</td>
<td>$1,517,900</td>
</tr>
<tr>
<td>16</td>
<td>Kellogg Company</td>
<td>$1,404,800</td>
</tr>
<tr>
<td>17</td>
<td>Robert Hall Clothes Inc.</td>
<td>$1,346,300</td>
</tr>
<tr>
<td>18</td>
<td>Nestle Co.</td>
<td>$1,337,700</td>
</tr>
<tr>
<td>19</td>
<td>American Tobacco Co.</td>
<td>$1,322,000</td>
</tr>
<tr>
<td>20</td>
<td>Liggett &amp; Myers Tobacco Co.</td>
<td>$1,293,900</td>
</tr>
<tr>
<td>21</td>
<td>Wesson Oil &amp; Snow Drug Co.</td>
<td>$1,062,400</td>
</tr>
<tr>
<td>22</td>
<td>Sterling Drug Inc.</td>
<td>$1,011,500</td>
</tr>
<tr>
<td>23</td>
<td>William Wrigley Jr. Co.</td>
<td>$1,047,200</td>
</tr>
<tr>
<td>24</td>
<td>Avon Products Inc.</td>
<td>$1,039,500</td>
</tr>
<tr>
<td>25</td>
<td>J. A. Folger &amp; Co.</td>
<td>$1,026,900</td>
</tr>
<tr>
<td>26</td>
<td>Ford Motor Co./Dealers</td>
<td>$999,700</td>
</tr>
<tr>
<td>27</td>
<td>Coca-Cola Co./Botliers</td>
<td>$991,900</td>
</tr>
<tr>
<td>28</td>
<td>Plough Inc.</td>
<td>$916,300</td>
</tr>
<tr>
<td>29</td>
<td>Max Factor &amp; Co.</td>
<td>$908,000</td>
</tr>
<tr>
<td>30</td>
<td>Wander Co.</td>
<td>$874,700</td>
</tr>
</tbody>
</table>

BROADCASTING, March 21, 1960
New ABC-TV rate card has summer discount

ABC-TV has gone seasonal in its new rate card, No. 9, which takes effect Oct. 1. For the first time, bigger discounts are available for the summer, which will run 16 weeks. The 16-week summer rates will compare favorably with 13-week summer seasons at other networks, ABC-TV notes. Summer at ABC-TV will run from Sunday May 28 to Saturday Sept. 16 during 1961.

Discounts under the new card are comparable to those on No. 8, but they are figured on a simplified structure based on dollars spent rather than on hours. The minimum cleared gross now is $85,000 for each Class A hour, compared with $80,000 on No. 8.

The announcement by William P. Mullen, ABC vice president for tv network sales, said advertisers buying more than $5.2 million total volume in an established discount year could qualify for a 30% overall discount in lieu of other discounts (volume and time period), electing whichever is better.

Individual station rates were not included with preliminary copies of the new network rate card. This list is due about April 1 and probably will show a 5-6% average increase.

The kinds of business

ESTIMATED EXPENDITURES OF NATIONAL AND REGIONAL SPOT TELEVISION ADVERTISERS BY PRODUCT CLASSIFICATION

FOR FOURTH QUARTER 1959

<table>
<thead>
<tr>
<th>Product Classification</th>
<th>Expenditure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agriculture</td>
<td>$385,000</td>
</tr>
<tr>
<td>Feeds, Meals</td>
<td>214,000</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>171,000</td>
</tr>
</tbody>
</table>

Global Van Lines moves—into tv

Global Van Lines, Los Angeles, which for most of its three-year history has specialized in transporting military and industrial goods, is now going out aggressively for general moving business. Global's slogan, "The modern moving service for 'fussy' people," will soon be dramatized on 60-, 20- and 10-second tv commercials created by Yilds & Cantz, Los Angeles, Global agency, and produced by Frederick K. Rocket Co., with Alan Berger as agency producer.

A typical 60-second sequence shows Rock Witherspoon, omnithologist (played by Richard Collier), about to move but very concerned about how it will affect his most prized possession, the rare South African "Wambus" bird. So he enters his moving to Global Van Lines because, as the announcer states, "Rock Witherspoon knows, and you should too, that Global is the modern moving service for 'fussy' people."

In come the movers, a pair of smartly uniformed young men, who go about their work expertly, even lifting a martini glass from a shelf and carrying it out on a satin pillow to illustrate the spoken "Global means extra care at no extra cost." They complete their task by lifting the sofa on which Mr. Witherspoon is reclining with his bird and a glass of champagne, from which he is seen sipping as the van's doors close, displaying the local agent's name and the Global insignia as the truck pulls away from the curb and starts down the street.

The Global commercials will be seen in major markets starting in late summer or early fall, sponsored by Global itself and/or its local agents.
CONSUMER SERVICES 4,610,000
Dry Cleaning & Laundries 10,000
Financial 898,000
Insurance 977,000
Medical & Dental 61,000
Moving, Hauling, Storage 111,000
Public Utilities 2,200,000
Religious, Political, Unions 258,000
Schools & Colleges 55,000
Miscellaneous Services 26,000

COSMETICS & TOILETRIES 14,282,000
Cosmetics 3,781,000
Deodorants 930,000
Deplatiners 1,000
Hair Tonics & Shampoos 1,936,000
Hand & Face Creams, Lotions 1,065,000
Home Permanents & Coloring 488,000
Perfumes, Toilet Waters, etc. 1,188,000
Razors, Blades 1,600,000
Shaving Creams, Lotions, etc. 291,000
Toilet Soaps 1,717,000
Miscellaneous 846,000

DENTAL PRODUCTS 3,337,000
Dentifrices 2,411,000
Mouthwashes 779,000
Miscellaneous 147,000

DRUG PRODUCTS 16,923,000
Cold Remedies 7,206,000
Headache Remedies 3,462,000
Indigestion Remedies 2,828,000
Laxatives 731,000
Vitamins 917,000
Weight Aids 285,000
Miscellaneous Drug Products 1,249,000
Drug Stores 255,000

FOOD & GROCERY PRODUCTS 47,744,000
Baked Goods 7,483,000
Cereals 3,761,000
Coffee, Tea & Food Drinks 16,662,000
Condiments, Sauces, Appetizers 2,596,000
Dairy Products 1,771,000
Desserts 445,000
Dry Foods (Flour, Mixes, Rice, etc.) 7,558,000
Fruits & Vegetables, Juices 2,116,000
Macaroni, Noodles, Chill, etc. 614,000
Margarine, Shortenings 2,753,000
Meat, Poultry & Fish 1,856,000
Soups 447,000
Miscellaneous Foods 2,820,000
Miscellaneous Frozen Foods 718,000
Food Stores 2,112,000

GARDEN SUPPLIES & EQUIPMENT 67,000

GASOLINE & LUBRICANTS 5,632,000
Gasoline & Oil 5,504,000
Oil Additives 296,000
Miscellaneous 33,000

HOTELS, RESORTS, RESTAURANTS 188,000

HOMELY CLEANERS, CLEANERS, POLISHES, WAXES 9,204,000
Cleaners, Cleaners* 7,558,000
Floor Furniture Polishes, Waxes 493,000
Glass Cleaners 344,000
Home Dry Cleaners 35,000
Soap Polish 688,000
Miscellaneous Cleaners 86,000

HOMELY EQUIPMENT— APPLIANCES 1,835,000

HOUSE FURNISHINGS 759,000
 Beds, Mattresses, Springs 348,000
 Furniture & Other Furnishings 411,000

HOUSEHOLD LAUNDRY PRODUCTS 9,114,000
Bleaches, Starches 1,902,000
Packaged Soaps, Detergents* 6,830,000
Miscellaneous 32,000

HOUSEHOLD PAPER PRODUCTS 1,049,000
Cleansing Tissues 247,000
Food Wraps 350,000
Napkins 22,000
Toilet Tissue 277,000
Miscellaneous 177,000

HOUSEHOLD, GENERAL 1,180,000
Brooms, Brushes, Mops, etc. 196,000
China, Glassware, Crockery, Containers 212,000
Disinfectants, Deodorizers 355,000
Fuels, (Heating, etc.) 117,000
Insecticides, Rodenticides 105,000
Kitchen Utensils 17,000
Miscellaneous 167,000
NOTIONS 47,000

PET PRODUCTS 1,630,000

PUBLISHING 79,000

SPORTING GOODS, BICYCLES, TOYS 2,929,000
Bicycles & Supplies 800,000
Toys & Games 2,794,000
Miscellaneous 109,000

30 (BROADCAST ADVERTISING)
the prestige independent with network audiences!

A. C. Nielsen recently studied his entire New York sample, both Audimeter and Recordimeter — Audilog homes, and found “no significant difference” between the kind of people who watch WPIX-11—New York’s leading Independent station —and New York’s leading Network station.

The Nielsen “WPIX AUDIENCE PROFILE” study provides a direct comparison of audiences for the prime qualitative categories of:

- FAMILY INCOME
- HOME OWNERSHIP
- AUTOMOBILE OWNERSHIP
- SIZE OF FAMILY
- AGE OF HOUSEWIFE
- OCCUPATION, HEAD OF HOUSEHOLD

from 7:00 -11:00 PM, seven nights a week.

Qualitatively they are equal.

As Nielsen states: “NONE OF THE COMPARISONS YIELDED A SIGNIFICANT DIFFERENCE!”

The “content” of a rating point on WPIX-11 and the top network-station in New York is the same! Nielsen proved that incomes, home ownership, ages, jobs, etc. follow identical patterns.* The reason is logical and understandable. WPIX-11 is programmed like a Network station with network-proven and network-quality shows every half-hour, every night. This WPIX-11 “network look” brings increased sales impact to your commercial messages — makes them more receptive, more effective, more productive.

Where are your 60-second commercials tonight!

*Special Nielsen Qualitative Study for WPIX-11 . . . Details upon request. ©1960, WPIX
ABC-TV IS FIXED FOR BLADES

Gillette buys $8.5 million sports package including fights, baseball, NCAA football

The Gillette Safety Razor Co. will spend more than $12 million in TV sports over a year’s period beginning with the fall season.

This is 20% more than Gillette formerly invested for its TV sports participation. The safety razor company’s huge investment was disclosed last week in New York as details were announced by Gillette and ABC-TV of $8.5 million worth of participation by the advertiser in a new year-round sports package on ABC-TV.

Included in this package: NCAA football, major league baseball and a move to ABC-TV of professional boxing from NBC-TV on Friday nights to Saturday nights. The package includes 13 telecasts of NCAA football beginning Sept. 17 (ABC-TV reportedly paid $6.2 million for rights to 26 telecasts, that is a two-year pact, topping NBC-TV’s bid by about $1 million); major league baseball of the week series every Saturday starting April 16 and fights from Madison Square Garden, starting at 10 p.m. Saturdays.

Included in the baseball pact are 13 San Francisco Giants games and contests from Kansas City and Washington. The starting time is 4 p.m., which ABC-TV’s Thomas W. Moore, vice president in charge of programming, thought would mean the Game of the Week would not begin on ABC-TV until the game in a similar series aired on CBS-TV was completed.

The boxing matches will be switched to a Saturday night because ABC-TV has prior commitments for its Friday night schedule, the network said. Miles Labs, through Wade Adv., will co-sponsor the fights, while Brown & Williamson, through Ted Bates, is expected to take one-half with Gillette of a post-fight show that will run five minutes or longer (a 22-minute show is possible).

A. Craig Smith, Gillette’s vice president in charge of advertising, said NBC-TV dropped the fights because the network “felt boxing fell into disrepute and didn’t want to carry it any more.” Mr. Moore said that ABC-TV didn’t “share the opinion” of NBC-TV and thought that properly supervised though not in an “administrative role,” boxing bouts were good, wholesome entertainment. He noted that audiences were ready to accept a good match and that they have proven power to beat Westerns.

The Gillette-ABC-TV contract does not affect sponsorship of the World Series and All-Star Games on NBC radio and TV though radio coverage of boxing will be dropped. In the Madison Square Garden agreement, rights include payment of about $24,500 per telecast.

Gillette, whose agency is Maxon, is testing a male deodorant (called Right Guard) on the West Coast and is considering introduction of new men’s toiletries products, some of which may be advertised on the sports schedule in addition to blades and razors.

Advertisers accept too many media claims

Advertisers are letting down their guard and “accepting more media claims at face value than they should,” William H. Ewen, advertising director of Borden Foods Co., asserted.

Advertisers all must share the blame for the confusion over existing standards and measurements and are being “lured down erratic trails that lead to the heart of today’s tangled jungle of media comparisons,” he told a luncheon of the New Orleans Advertising Club and Audit Bureau of Circulations.

Mr. Ewen felt “it is the influence of the advertiser, his demands, and his approach to problems which really establish the ground rules and set the paths which agencies and media are obliged to follow.”

Fads, whims and sometimes the influence of company management often preempt the advice of the experienced media buyer and “guides we have learned to trust,” he suggested. “Consciously or unconsciously, advertisers are leading media down trails toward less adequate measurements and increasing confusion.”

They are “taking flyers in some media on the basis of face value claims, golf course conversations and elaborate presentations” instead of on “evidence of proved performance and, seemingly, without regard for tested measurements,” Mr. Ewen charged. The net result, he added, is the recognition and encouragement of “very practices and types of media relations which advertisers once fought to remedy.”
Everyone's a weather-watcher! And now more watchers than ever are switching to WSOC-TV for the only radar weather service in the Carolinas. Here's more strength for the dynamic program structure that is changing audience patterns of Charlotte television. For America's 25th largest tv market—your best buy is WSOC-TV. One of the great area stations of the nation.

WSOC and WSOC-TV are associated with WSB and WSB-TV, Atlanta; WHIO and WHIO-TV, Dayton

BROADCASTING, March 21, 1960
C-M HAS SOME TIPS FOR RADIO
Agency's Morgan offers evaluation to SCBA

The trend toward commercial blocks in radio—12 minutes of music followed by a block of commercials frequently containing three commercials or two commercials and two promotions—doesn't seem right to Campbell-Mithun's Paul Morgan, vice president of the agency and head of its Hollywood office, told last Thursday's (March 17) meeting of Southern California Broadcasters Assn.

"All of our experience, research and horse sense says it isn't right," Mr. Morgan stated. "This knowledge says the last commercial is the one remembered. And great creative (material) doesn't help if three wonderful commercials such as L&M's march, Falstaff's jazzy jingle and CMA Airlines' haunting melody are back-to-back.

"But," he quickly added, "We're open to correction. If you can show us researched reasons why music blocks followed by commercial blocks are best, we'll buy."

Reminding the station executives that of the top 25 agencies in size only one puts a greater percentage of its total billings into radio, Mr. Morgan declared that Campbell-Mithun "loves" radio because of the medium's "constant immediacy," constant because "radio constantly surrounds the consumer" and immediate because of radio's news aspect which "can give a product a newsworthy, a newsy excitement."

"Don't undersell radio," Mr. Morgan warned. "Try to help the advertiser budget enough dollars to do the job." Stating that his agency has learned with product after product that saturation radio for such is perhaps the number one mistake advertisers make in Los Angeles." Angelinos, he said, love to try new products, but this means that they're great brand-switchers, so constant advertising is needed to keep them using a familiar product as well as to persuade them to try a new one.

Research data needed • Complimenting radio on the fine job it has done in providing agencies with quantitative, nose-counting research, Mr. Morgan called on the broadcasters to provide some solid qualitative research as well.

Mr. Morgan also called on the broadcasters for competitive analyses to let agencies know what the competition to their clients' products is doing. "We don't need to know dollars," he said, "but we must be knowledgeable on schedules. This is one of the truly important keys to preparing a depth marketing plan for a product." A radio association such as SCBA, he suggested, could provide a continuing quarterly auditing system like TV's Rorabough service.

"You could perform a genuinely needed service and, believe me, you would help yourself to increased sales," he stated. "One of the reasons Hamm's beer smashed into Los Angeles with such heavy media schedules in 1954 was due to its careful analysis of competition's media weight, especially Rheingold. When we clocked Rheingold at 450 radio spots weekly, you may be sure Hamm's didn't come in with 100 weekly spots."

CHRYSLER Shifts
$31 million billing in 4-way agency move

More than $31 million in billing will be passed around by four agencies next October as a result of Chrysler's impending changes.

The size and extent of the Chrysler move announced last week made it comparable to the surprise $20-25 million Buick (General Motors) switch of late 1957. Buick's move from Kudner to McCann-Erickson overlapped into 1958 as Chrysler (Chrysler and Imperial cars) was bumped from McCann-Erickson to Young & Rubicam.

Starting with the new (1961 model) auto year in September or October this will be the alignment: BBDO will have the $17 million Dodge account. Dodge leaves Grant which had placed nearly half of the budget in TV (Lawrence Welk Show on ABC-TV was the mainstay for the past few seasons.

N.W. Ayer will have the $8-10 million De Soto and Valiant account from BBDO. Ayer last year had absorbed the Plymouth TV billing (now in The Steve Allen Show on NBC-TV) from Grant and now bills nearly $25 million overall for Plymouth.

BBDO also will have some $4 million billed by Dodge trucks from Ross Roy Inc. which handled the account since 1940.

BBDO Gains • These changes would indicate a potential gain in billing of at least $11 million for BBDO. But this total is merely a guide because by late 1960 Chrysler divisional budgets will be changed for the new model year and there is the probability that a number—perhaps all—local Dodge dealer accounts (also in the Grant shop) will
Miami Radio Station

WCKR announces the appointment of the DAREN F. McGAVREN CO., INC. as national representatives effective March 15, 1960
The handsome sales results achieved by WNBQ produced a solid 33.3% increase in total billings for the station in 1959 — an all-time WNBQ high. Dollars-and-cents proof that WNBQ’s wide-ranging programming reaches Chicago’s total audience and that more and more advertisers are sold on WNBQ every day.

WNBQ • NBC Owned • Channel 5 in Chicago • Sold by NBC Spot Sales
LONG ISLAND IS A MAJOR MARKET!

THREE CARS ARE SOLD ON LONG ISLAND THAN IN SEATTLE, SAN ANTONIO AND SALT LAKE CITY... PUT TOGETHER!

AUTO STORE SALES
$408,969,000
(Sales Mgt.)

WHLI
THE VOICE OF LONG ISLAND

DOMINATES THE MAJOR LONG ISLAND MARKET (Nassau-Suffolk) ... DELIVERS MORE AUDIENCE THAN ANY OTHER NETWORK OR INDEPENDENT STATION!

(Pulse)

follow the leader and land at BBDO. (Chrysler officials have already indicated that many dealer associations will be handled by BBDO). BBDO is the third ranking agency in domestic (U.S.) billing, handling nearly $215 million in advertising. Last year it placed fifth in the country as radio-ty agency. BBDO reportedly may be in line for still another $5 million billing from Dodge if that division goes through with expected plans to debut another compact car to be called the Lancer.

N.W. Ayer, which inherits DeSoto-Valiant, ranks about eighth in total domestic billing and in radio-ty advertising.

There were various reasons cited for the shift ranging from Dodge's reported souring on Welk to management changes at Chrysler-Dodge. Regardless of the reasons, the effect will be to deliver a major blow to Grant (the Dodge billing alone was responsible for perhaps half of Grant's total). A BBDO executive said late Thursday he doubted if the agency at this early stage could comment on the Welk future because BBDO's official takeover is still months away. It is possible that BBDO may be consulted before that time, however.

Grant, meanwhile, placed a new high frequency schedule last week that includes spot radio on 400 stations for the Dart automobile (Dodge division). The campaign coincides with newspaper and magazine advertising and a direct mailing to "more than 2,250,000 Ford and Chevrolet owners."

Metropolitan drops spot for network radio

One of spot radio's most distinguished customers, Metropolitan Life Insurance Co., is switching its basic allegiance to network radio.

Metropolitan has bought a one-fourth sponsorship of NBC Radio's News on the Hour, including newscasts in the weekend Monitor service, effective May 2 for 52 weeks. The purchase was said to represent $1 million in billings, after discounts. The decision to abandon spot as its major vehicle was expected to generate no enthusiasm among the 41 stations which Metropolitan has been using in 31 markets. Even before the switch became officially known there were charges that NBC Radio had offered "a deal" which would seriously undercut spot radio. The charges were denied by NBC authorities.

The $1 million represented in the NBC Radio investment compared with $1,070,000 reported as Metropolitan's expenditure in spot radio in 1959 in Radio Advertising Bureau's report on spot's top 100 a few weeks ago (broadcast, March 7).

Although switching its major emphasis, Metropolitan is not expected to abandon spot radio altogether.

Metropolitan has been sponsoring locally originated newscasts varying in length from five to 15 minutes. The company has been in spot radio since 1947. Young & Rubicam, New York, is the agency.

• Business briefly

Time sales

Dramas return • Bristol-Myers Co. (Young & Rubicam Inc.) and R.J. Reynolds Tobacco Co. (William Esty Co.) signed as alternate-week sponsors of Producers' Choice, starting March 31 on NBC-TV (Thurs. 8:30-9 p.m. EST). The series, which consists of dramas seen previously on Schlitz Playhouse and GE Playhouse, will replace present tenant of the time period—Johnny Staccato. First rerun scheduled is "The Last Lesson," starring Charles Laughton and Patricia Medina.

Radio preference • Ameril Drug Co., N.Y., which up to this year put 60 to 70% of its ad budget in tv, is currently launching 13-week spot radio campaigns at a total cost of $200,000. Some 68 stations are being used to cover 23 markets in behalf of Alkaid and Cloramint. A new musical jingle was produced for the 30 spots per week per station. Some tv in a few areas will be continued, an agency spokesman said. Agency: Kenneth Rader Co., N.Y.

Comet tale • Ford's Lincoln-Mercury

ARBITRATOR'S DAILY CHOICES

Listed below are the highest-ranking television network shows for each day of the week March 10-16 as rated by the multi-city Arbitron Instant ratings of American Research Bureau.

<table>
<thead>
<tr>
<th>Date</th>
<th>Program and Time</th>
<th>Network</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thur., March 10</td>
<td>Untouchables (9:30 p.m.)</td>
<td>ABC-TV</td>
<td>34.2</td>
</tr>
<tr>
<td>Fri., March 11</td>
<td>Walt Disney (9 p.m.)</td>
<td>ABC-TV</td>
<td>25.8</td>
</tr>
<tr>
<td>Sat., March 12</td>
<td>Gunsmoke (10 p.m.)</td>
<td>CBS-TV</td>
<td>28.9</td>
</tr>
<tr>
<td>Sun., March 13</td>
<td>Dennis the Menace (9 p.m.)</td>
<td>CBS-TV</td>
<td>23.1</td>
</tr>
<tr>
<td>Mon., March 14</td>
<td>Father Knows Best (8:30 p.m.)</td>
<td>CBS-TV</td>
<td>25.4</td>
</tr>
<tr>
<td>Tues., March 15</td>
<td>Arthur Murray (9:30 p.m.)</td>
<td>NBC-TV</td>
<td>29.9</td>
</tr>
<tr>
<td>Wed., March 16</td>
<td>Perry Como (9 p.m.)</td>
<td>NBC-TV</td>
<td>31.8</td>
</tr>
</tbody>
</table>

Copyright 1960 American Research Bureau
One, if by land, and two, if by sea... an ingenious device, but it took Paul Revere more than two hours to alert the minutemen of 1775. Today, in less time than he could mount his spirited steed, our forces of mass communication can span the nation and circle the globe. It's one reason why America is great and strong—and free. Take radio, for instance. No other force of communication can match its speed. But speed isn't everything. To stay free, we must be not only constantly alert, but well-informed. KRLA maintains a fully-staffed, fully-equipped News and Public Affairs Department. Its job is to provide complete news coverage every quarter hour, twenty-four hours a day... spot news coverage where and when it happens... and to produce seven news documentaries each week. This is a big chapter in the story behind the swift rise of KRLA to a position of unquestioned leadership.
Div. is using broad-based radio spot in a four-week introductory campaign for the new Comet economy car. The tv portion of an all-media promotion was allocated to Leonard Bernstein & The New York Philharmonic on CBS-TV March 13 (4:30-5:30 p.m. EST), the March 15 and 29 edition of Ford Starmote on NBC-TV (Tue. 9-10 p.m.) and the March 16 Wagons Train on NBC-TV (Wed. 7:30-8 p.m.). Agency: Kenyon & Eckhardt, N.Y.

Captured • Alberto-Culver Co. (hair care products), Chicago, will sponsor ABC-TV’s newly acquired Johnny Staccato series, starting March 27 (Sun. 10:30-11 p.m. EST). The weekly series, which replaces 21 Beacon St., has been on NBC-TV sponsored by R.J. Reynolds and Bristol-Meyers. Agency for Alberto-Culver: Wade Adv., Chicago.

West to East • General Foods Corp., White Plains, N.Y., has been marketing its premium instant Yuban coffee in California, central Ohio and in four northern New York state areas, moves further into the Northeast. Advertising—including spot tv for which buying is underway—starts within two weeks when distribution is expected to be completed. Areas to be covered: all of New England, New York (metropolitan area and other parts of the state) and northern New Jersey. Benton & Bowles, N.Y., is agency.

Daytime investors • NBC-TV reports purchases totaling $1.5 million in the following new daytime sponsorships: Coty Inc. (BBDO), alternate-week quarter-hour in Play Your Hunch and Young Dr. Malone, to run for a year starting in July; Rexall (BBDO), quarter-hours in seven daytime shows this week (March 21-25); Brown & Williamson (Keyes, Madden & Jones), quarter-hours in four shows; Proctor Electric (Weiss & Geller), alternate quarter-hours in six shows, and Sweets Co. of America (Henry Eisen), alternate half-hours of Saturday morning series, Fury.

• Also in advertising

18th annual contest • The Chicago Federated Advertising Club has announced rules for its 18th annual advertising awards competition covering radio, tv and other media. Awards are made for the best advertising produced between April 1, 1959, and March 31, 1960, with a deadline of April 22 for entries in all categories. The broadcast classification is limited to live and filmed or transcribed commercials involving product service or “corporate image.”

New office • Grubb Adv., Champaign, Ill., has opened a St. Louis office, headed by John A. LoBuono. It is located in the Shell Bldg., 1221 Locust St. Grubb Adv., formerly Grubb & Petersen Adv., claims a diversified list of national and regional accounts, including foods, package goods, farm, industrial and service organizations, located primarily in the area between Indianapolis, Chicago and St. Louis.

Profit sharers • Employees of Kudner Agency, N.Y., last week received “short year” profit-sharing and bonus payments due to a change in the agency’s fiscal year-end from Sept. 30 to Dec. 31. Payments to the profit-sharing fund for eligible employees amounted to slightly over 14% of salary for the three-month period; the cash bonus amounted to approximately 5% of salary for the same period.

TYREX’ TV TEST

Viewers know, favor brand, TyV study finds

That tv commercial is effective in getting people to know your brand. It’s also a force in building a knowledge about and an attitude toward the product advertised.

This is what Television Bureau of Advertising believes. To back up its contentions, TyV has been running a continuing series of studies. Latest is that of Tyrex, New York.

Tyrex is an association made up of five companies which manufacture Tyrex cord for car and truck tires. It entered tv for the first time last fall. In October, after Tyrex had been running a spot campaign for four weeks, Pulse Inc. conducted a survey for TyV with interviews taken in Boston, Philadelphia and the Seattle-Tacoma area.

On attitude toward the product, among non-viewers (those who had never seen the commercial), 6% were favorable to Tyrex, 81% had no opinion and 13% were unfavorable. Of the viewers, 43% were favorable to Tyrex, 53% had no opinion and 4% were unfavorable.

On awareness of the product, 20% of non-viewers had heard or seen the word Tyrex, while 65% of viewers had.

Inter-Media Impact • Of those who had “seen or heard” of Tyrex recently, television was the source for 50%, magazines 21%, newspapers 19% and radio 4%. TyV noted that tv got only a sixth of the Tyrex budget for 1959 and magazines got half.

Those who had seen the commercial three or more times were designated “heavy viewers” and they accounted for most of their group. Of the viewing 65% who had seen or heard the word Tyrex, 92% were heavy viewers. In an aided awareness question given those who had not heard of Tyrex, 82% were viewers who said they had seen or heard the word in connection with automobile tires and all of them had seen the commercial three or more times. A viewing 86% who knew something specific about the product included 85% of heavy viewers. Those recently exposed through the various media included 76% of viewers, 7% of whom had seen three or more commercials. On attitude toward product, 49% were heavy viewers among the viewing 43% favorably disposed. The viewing 53% who were neutral included 51% of heavy viewers.

Tape tool • After Television Bureau of Advertising settled in midsummer in new quarters at 1 Rockefeller Center, New York, at its disposal will be the latest sales tool—an RCA Television Tape Recorder. In the picture (left) John Blair representing the TyV board of directors observes as arrangements are completed for the purchase. At left is Charles H. Colledge, general manager, RCA Broadcast and Television Equipment Div.; at right, Norman E. Cash, TyV president. Equipped for color and black and white, the recorder will be installed in a special room adjacent to the reception area, with monitors located in two conference rooms having a combined capacity of 30 persons. Pointing out the role planned for the recorder, Mr. Cash said “it will give us an additional weapon in selling our medium to advertisers,” as well as “enabling local stations to sell their local markets on the national front via specially prepared tapes of their area.”
a new Sales Sound has been added to SESAC RECORDINGS

"DRUMMERS"*
production aids, themes and sales starters

HAPPY USERS TESTIFY TO THE RESULTS

"The material and performance definitely meets the quality reputation of SESAC."
KEN GAUGHRAN, WREB, HOLYOKE-SPRINGFIELD, MASS.

"... these are the finest things, we feel, that SESAC could have produced to help their stations. The big band sound, the fine vocal group, and the excellent arrangements give our station a brand new sound, and our only hope is that this is not the last effort."
NEAL B. BUNN, WORM, SAVANNAH, TENN.

"We have used similar material from several different firms, but without doubt this is the best overall production, and by far the best quality we have ever programmed."
JAMES F. RAMSEY, WJAY, MARION, S. C.

FOR INFORMATION WRITE, WIRE, PHONE:
SESAC INC. THE COLISEUM TOWER • 10 COLUMBUS CIRCLE • N.Y. 19, N.Y.
This is the cost of doing business with a thousand homes on ABC-TV.

It's the lowest cost per thousand going, this happy mathematical relationship between ABC's current rate and ABC's nightly position of first or second in share of audience. Since, however, cost alone is no true index of advertising effectiveness, the thoughtful buyer will ask what kind of homes his $2.88 buys. Well, it buys 1,000 largely younger homes. Homes, that is, with growing, consuming families.

This, of course, is not happenstance—but rather the deliberate, direct result of natural selection, springing from ABC's devotion to precisely the kind of programming most enthusiastically received in these younger homes.

For (impressive) example, we cite The Untouchables, realistic drama with documentary importance girding its excitement, the offbeat blend of laughter and action in a Maverick, the adult zip of a 77 Sunset Strip, the fresh domestic-comedy switches of a Leave It to Beaver or a Real McCoys.

Further strengthening the 1960-'61 schedule will be such new and coming attractions as the significant 26-episode adaptation of the Churchill Memoirs... outstanding series like The Corrupters, Stagecoach West, Surfside Six, The Roaring Twenties, Asphalt Jungle, Naked City, The Flagstones... specials like the 1960 National Elections... "Women in Politics" and Jeff Chandler as "David" in two stirring Biblical dramas.

$2.88 reaches a long way indeed—in the most responsive direction—on ABC Television.

WATCH ABC-TV IN '60

(more people will)
NAB OVERHAULS CONVENTION PLANS

More Chicago sessions set, gaps left by Fellows death filled

NAB’s program for the industry’s 38th annual convention went through a fast overhauling last week, following the March 8 death of President Harold E. Fellows. Final details were to be submitted today (March 21) for review by the three-man board committee that is overseeing NAB headquarters operations.

A complete agenda was drawn up for Sunday, April 3, Fm Day at the Chicago convention. Other spots were filled, including the keynoteed speech originally assigned to Mr. Fellows.

The FCC’s new chairman, Frederick W. Ford, will be featured speaker at the April 5 luncheon, replacing ex-Chairman John C. Doerfer, who resigned his commission post.

Clair R. McCollough, president and general manager of the Steinman Stations, will keynote the convention at the formal opening Monday morning, April 4. Mr. McCollough will receive NAB’s 1960 distinguished service award.

Fellows’s death will be observed during NAB’s annual convention. Dr. Frank Stanton, president of CBS Inc., will deliver a eulogy to the late NAB president at the formal opening. Before becoming NAB president, Mr. Fellows had been head of WEEI Boston, CBS O&O station.

Thespeaker at the April 6 luncheon will be Secretary of State Christian Herter. Whitney North Seymour, president-elect of the American Bar Assn., will address the Wednesday luncheon.

Programming has been completed for the 14th annual Broadcast Engineering Conference, to be held concurrently with management sessions. The complete convention agenda includes several joint management-engineering meetings and luncheons, including the annual FCC Roundtable the morning of April 6.

G. Richard Shafto, WIS-TV Columbia, S.C., chairman of the NAB TV Board, will present the distinguished service award to Mr. McCollough.

Separate radio and tv management meetings will be held the afternoon of April 4. The radio program will include a report on the All-Industry Radio Music License Committee, a review of the revised NAB Standards of Good Practice and a presentation by Station Representatives Assn. The tv agenda will be based on a tv code discussion by members of the NAB TV Code Review Board, of which Donald H. McGannon, Westinghouse Broadcasting Corp., is retiring chairman. Mr. McCollough will report on behalf of Television Information Committee and Louis Hausman, director of Television Information Office, will describe TIO’s work. An election-year feature is being arranged for the tv delegates.

RAB Sales Clinic • The separate radio assembly scheduled the morning of

Choice is theirs • An eight-man selection committee will nominate a successor to the late NAB president, Harold E. Fellows. Membership of the committee was announced March 14 (Right 1 to r) C. Howard Lane, KOIN-AM-TV Portland, Ore., and Payson Hall, Meredith Stations, are chairman and vice chairman respectively of the nominating group, which was appointed by the Radio Board and TV Board chairmen and vice chairmen.

The selection committee already has informally discussed a long list of names to considered. Its choice will be submitted to the NAB board for ratification.


Committee’s work thus far has been informal but it’s likely to meet during NAB convention.
KFDM-TV
DELIVERS 20.3%
MORE HOMES*
IN TEXAS' HOT SPOT
MARKET
BEAUMONT - PORT ARTHUR - ORANGE

TOP 10 SHOWS**

<table>
<thead>
<tr>
<th>Show</th>
<th>Station</th>
<th>Show</th>
<th>Station</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Gunsmoke</td>
<td>KFDM-TV</td>
<td>6. I've Got a Secret</td>
<td>KFDM-TV</td>
</tr>
<tr>
<td>2. Desilu Playhouse</td>
<td>KFDM-TV</td>
<td>7. Wanted Dead or Alive</td>
<td>KFDM-TV</td>
</tr>
<tr>
<td>3. Hotel De Paree</td>
<td>KFDM-TV</td>
<td>8. Rawhide</td>
<td>KFDM-TV</td>
</tr>
<tr>
<td>5. Wyatt Earp</td>
<td>KFDM-TV</td>
<td>10. Perry Mason</td>
<td>KFDM-TV</td>
</tr>
</tbody>
</table>

*ARB Nov., 1959, Average Homes Per Quarter Hour, 9 a.m. to midnight
**NSI Nov., '58, Station Total Homes
Pioneers Award

Former President Harry S. Truman will receive the 1960 Distinguished Service Award presented by Broadcast Pioneers at the Organization's annual dinner meeting, to be held April 5 during the NAB Chicago convention.

Mr. Truman will deliver an address to the pioneers' dinner meeting, according to Merle S. Jones, president of the organization.

April 5 will be based on a Radio Advertising Bureau presentation. TV delegates will elect six TV Board members. The afternoon of April 5 is left open for inspection of exhibits and visits to hospitality suites.

A convention highlight will be the annual FCC Roundtable. Mr. McCollough will moderate the discussion, a role filled in the past by Mr. Fellows. Preceding the roundtable will be a labor relations clinic.

At the April 6 luncheon FCC Commissioner T.A.M. Craven will present the NAB Engineering Award. A brief NAB business session will follow Mr. Seymour's luncheon address.

The final afternoon will include a radio public relations session and a program feature. Broadcasters' Promotion Assn. plans a radio presentation. On the TV agenda will be a Television Bureau of Advertising program plus discussion of the economics of video tape and station automation. The annual banquet that night will wind up the convention.

Big FM Weekend • Sunday, April 3, will be FM Day at the convention. The programming has been divided into two sections. National Assn. of FM Broadcasters will meet 10 a.m.-12 noon in the Waldorf Room of the Conrad Hilton, with Fred Rabel, KITT (FM) San Diego, in charge as NAFMB president.

NAB will program a 2:30-5 p.m. session in the same room, opening the meeting to NAFMB registrants as well as to NAB delegates, In charge will be Ben Strouse, WWDC-FM Washington, chairman of the NAB FM Committee.

The NAFMB morning program will be built around a series of five-minute case studies, with broadcasters as speakers. The agenda includes Harold I. Tanner, WLDM (FM) Detroit; Jack Kiefer, KMLA-FM Los Angeles; James R. Corry, KFMM (FM) Houston; Frank Knorr Jr., WPKM (FM) Tampa, Fla.; Lynn Christian, KHGM (FM) Houston; George S. Partridge, WLVL (FM) Louisville; Carol J. Drenthe, WCL, (FM) Chicago, telling how Nelson Chevrolet has used fm; T. Mitchell Hastings Jr., Concert Network; Merrill Lindsay, WSOY-FM Decatur, Ill., and Mrs. Dorothy, KITT (FM) San Diego.

NAB's Sunday afternoon fm program will open with a feature, "FM: Population Explosion," with John F. Meagher, NAB radio vice president and Everett L. Dilliard, WASH (FM) Washington, as speakers. Three research executives will speak on the subject, "FM: The Count Up." They are Dr. Sidney Roslov, head of The Pulse Inc.; Frank Stisser, president of C.E. Hooper Inc., and Richard M. Allerton, NAB research manager. Kenneth W. Miller, U.S. supervisor of the Connelrad system, will describe the role of fm in national emergencies.

C.J. Gentry, national sales manager of Motorola's auto fm radio unit, will discuss development of auto receivers. He will be joined by Henry Fogel, president of Granco Products, and Ted Leitzell, president of Zenith Radio Corp. A panel, "If I Could Own an Fm Station," will include Edward L. Barry, Chicago Tribune radio-tv critic, and Bernie Harrison, Washington (D.C.) Star.

The NAFMB board of directors meets Friday night, April 1, with a membership meeting the next day.

Texas ad man says answer tv's critics

"Quit ignoring the issue" and answer tv's critics advised John P. Goodwin at the fourth annual convention of the Southwestern Association of Program Directors for TV at Houston, Tex.

Mr. Goodwin, board chairman of Goodwin, Dannenbaum, Littman and Wingfield Inc., Houston agency, cited unfounded criticisms of tv and told his audience to take a positive means of answering some of this misinformation. He said that if program directors could not devise tasteful programs to answer the critics, then they were in the wrong business.

Tv has its weaknesses, Mr. Goodwin said, but they should not be compounded by weakness of spirit. He told the convention to take a strong stand on the local level, to take the offensive in a campaign of positive promotion to refute unjust criticism.

Quoting specifically from the writings of tv's critics, Mr. Goodwin said that in 30 years of broadcasting he has never seen anything to compare to the "public villification that is constantly being waged on broadcasting today."

Mr. Goodwin, in addition to his agency work, is president of KPEL Lafayette, La., and a stockholder in KTRK-TV, Houston.

CBS INC. DOES IT AGAIN

Sales and profits top record set in '58

It was a record business year at CBS Inc. The highest sales and profits in the company's 32-year history were disclosed in the annual report released Friday (March 18), which put net sales up 8% and income up 3% over 1958's previous high.

Consolidated profits for fiscal 1959 totaled $25,267,000 as compared to $24,429,000 earned in 1958. Sales for the year totaled $444,311,000, or $32,511,000 more than 1958 sales of $411,800,000. Per share earnings for 1959 were $3.11, compared to $3.01 per share (adjusted for stock dividend) earned in the previous year. The report shows that dividends of $1.25 per share were paid in 1959, plus a stock dividend of 3% paid last Dec. 24. An earlier 3% stock dividend was paid Jan. 16, 1959.

Coincidentally, Blair & Co., New York brokerage house, released a bullish analysis of CBS, recommending the stock for long term growth. Although the company does not break down its revenues by divisions, the analysis credited two-thirds of earnings (roughly $300 million) to television activities, and an "even larger" proportion of profits. Blair & Co. points to a healthy growth outlook for television and advertising in general as adding "defensive" qualities to companies such as CBS.

The annual report notes that CBS-TV retained its standing as the world's largest advertising medium for the sixth consecutive year.
<table>
<thead>
<tr>
<th>TV REPORT CARD</th>
<th>FOR Seattle-Tacoma-Western Washington</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>KOMO-TV</strong></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>AUDIENCE</strong></th>
<th><strong>POSITION</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Highest total home impacts</td>
<td>#1</td>
</tr>
<tr>
<td>6 p.m. - Midnite - Sun Sat. Nov. ARB 42.4%</td>
<td>#1</td>
</tr>
<tr>
<td>Dec. Nielsen 41.0%</td>
<td>#1</td>
</tr>
<tr>
<td>Jan. Nielsen 44.0%</td>
<td>#1</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>RATING</strong></th>
<th><strong>POSITION</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>9 of Top 10 Network Shows - Nov. ARB</td>
<td>#1</td>
</tr>
<tr>
<td>Dec. and Jan. Nielsen</td>
<td>#1</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>NETWORK</strong></th>
<th><strong>POSITION</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC.TV of course! 17 of Top 20 Network Shows - Jan. Nielsen</td>
<td>#1</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>LOCAL STANDING</strong></th>
<th><strong>POSITION</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Uncontested leader in service - with the best local shows</td>
<td>#1</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>GENERAL REMARKS</strong></th>
<th><strong>POSITION</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Best buy in this important Market Channel 4</td>
<td>#1</td>
</tr>
</tbody>
</table>

**Obviously, it adds up to**

**KOMO-TV** and **ABC-TV**

Represented by the Katz Agency, Inc.

Consistent Leaders in Seattle-Tacoma and Western Washington
A CAUSTIC DECLARATION

New bill means $8 million give-away for tv networks says CBS' Richard Salant

CBS Vice President Richard Salant last week caustically characterized the Washington definition of public service as having a tendency to "confuse public service with the private desire of politicians."

Speaking at the wind-up session of the Radio-Tv Executives Society time buying and selling seminar in New York, Mr. Salant estimated that a bill in the Senate to require all tv networks and stations to give time to major party presidential candidates comes to "$8 million worth of free time." He said the bill's introduction reflects the attitude by many that because of today's climate "you can do anything you want about television."

(Mr. Salant based his calculations of $8 million not only on the value of the time itself, which BROADCASTING estimated last week at more than $3 million [see page 74], but also on the revenue lost from program sponsorships that would be pre-empted and from spot commercials that would be outlawed in the free time periods.)

Noting CBS Inc. has long sought a law to exempt political debate from the equal time provision, Mr. Salant said he is baffled at how the Senate bill could contribute to debates since candidates would not have to address themselves to the same issues—just get free prime time.

Mr. Salant said CBS would rather "make our own way and not be propelled by the cop on the beat," that the bill seeks political time that ought to be paid for (political parties, he said, should contract and pay for their own "hullabaloo") and that the "same politicians who say tv is 'too bland' won't let tv make the contribution it wants to. The parties, he quipped, are "like Oliver Twist, they always want more and on their own terms."

No Sense • There's no sense in attempts to "seize" broadcast time by law, Mr. Salant declared, comparing the Senate proposal to a request to newspapers to give up two pages to free political messages.

Of the Democratic National Committee complaint against CBS policy prohibiting saturation purchases during political campaigns, Mr. Salant said he would imagine the network "hasn't heard the last of it" and that "the Republicans have not yet been heard from." He said he hoped "good sense" by both parties would prevail.

Serious consideration in Washington of the many "reform" movements for broadcasting could easily change the "face of tv," he continued, warning that the change instead of improving tv would lead to "blandness and mediocrity," the government dictating what people should see and hear.

Bloody Year? • The coming year in Washington will be a "bloody" one for the broadcast industry, Mr. Salant predicted, noting that some of the "remedial" proposals were "brought down on ourselves . . . by omission, not commission." Some complaints thus were justified, Mr. Salant reflected, observing that correction will be found in a more balanced program "mix" which will provide more public information and other special shows for the large minority groups.

In the "long view," said Mr. Salant, criticism will benefit the industry and importantly. Complaints point up that television continues to gain in importance in peoples' lives. Once people ignore tv and give it up for "lost" the medium is in trouble, he said. Tv, he continued, must keep a little of popular taste but should it move ahead "too fast," it will soon lose touch with its popular or mass audiences.

The Washington threat to broadcasting, Mr. Salant warned, is at its greatest when current pressures push government administrators "much further than they want to go."

• Media reports

Tape on wheels • Kaiser Hawaiian Village Tv Inc., operator of KHVI-TV Honolulu, has purchased a mobile video tape unit which it claims is capable of making tv programs and news events from Hawaii available within hours for showing over mainland national networks. The 35-foot-long unit includes a tv control room, a vtr machine, three tv cameras with multiple lenses, microphones, a 40-kw generator and air conditioners. Mobile Video Tapes Inc., Hollywood, designed and assembled the unit and serves as its sales representative.

Heads AP unit • The Associated Press Radio-Television Assn. committee on wirephoto-photofax has named Chuck Worcester, director of news at Cedar Rapids, Iowa, as chairman. Others on the committee are Greg Gamer, KAKE-TV Wichita, Kan.; Jerry Harper, WFLA-TV Tampa, Fla.; Leslie Nichols, KTVU (TV) Oakland, Calif., and Olaf Soward, WIBW Topeka, Kan.

Move planned • The NAFI Corp., licensee of KCOP (TV) Los Angeles, has announced an intensified program to move the station's facilities and those of the company's entire broadcast division to 915 N. La Brea Ave., Hollywood. The new site was formerly the McGowan Studios. It covers some 30,000 square feet and includes a main building for executive offices, cutting rooms and projection facilities, three motion picture sound stages and a 2-story annex for executive offices with a large conference room. Video tape and color transmission equipment will be installed. The company expects the
this fellow had 21 gauges, 12 hand controls, and numerous switches that required constant manipulation and frequent checking just to stay on the air.

TODAY'S LATEST TRANSMITTER, Continental's 315/316B 5/10 KW AM transmitter features push-button control for unattended operation, instantaneous power cut-back to 1 or 5 KW and tuning that is instant and reliable. Get the details on tomorrow's transmitter today. It will be operating reliably 5,000 TRANSMITTERS FROM NOW...
CBS to give press critical ‘reviews’

The press—print division—is going to find its role reversed and learn what it’s like to be “reviewed” by another medium.

CBS-owned tv stations will begin shortly to broadcast weekly programs taking a look at what the press is doing and how it’s doing it. Plans were revealed by Merle S. Jones, president of the CBS- TV Stations Div., in a speech Friday at the Advertising Federation of America’s ninth district convention in Lincoln, Neb.

“Heaven knows,” he said, “television stations, their programs, their operating policies and their procedures are being quite thoroughly reviewed and previewed by the press. We think it is high time we provide this same type of service (regarding the press) to the citizens of America.”

Mr. Jones said “We do not plan to indulge in sophomoric criticism to competing media.” But, he added, “we do think it might be interesting to review from time to time such things as the placement and position of news items. For example, we might want to make some observations regarding the size of type, the headline and front page position given by some newspapers over the past two or three months to the affairs of Dr. Finch and Carole Tregoff. We might want to make some comment as to whether or not the really important world and community interest stories are being positioned in ‘prime time’ in the daily paper. We have some feeling that this type of program may also bring us closer to the people and the people closer to us.”

Mr. Jones also reviewed other measurers through which CBS and its owned stations are trying to get closer to the public—by editorials. For example: by the Inside KMOX-TV question-and-answer program on CBS St. Louis station, and by the massive study, now undergoing preliminaries in the field, to determine what the public wants from television and what television means to the public.

He urged that advertising and broadcasting continue to work together to improve their service to the public, and warned that the many current demands for government regulation of television could, if heeded, mean not only the regulation of television but of society itself.

move to be completed “within the next several weeks.”

How-to booklet • Radio-TV News Directors Assn. is preparing a booklet entitled “So You’re Going to Shoot News Film.” Leo Willette, news director of WLOS-TV Asheville, N.C.-Greenville-Spartanburg, S.C., is head of the committee publishing the pamphlet. He says its aim is “to outline editorial devices that are used by the better pros and can be applied to the most modest of television news staffs.”

Appointment • Metropolitan Broadcasting Corp. has appointed Hicks & Greist Inc., N.Y., as advertising agency for WNEW-AM-FM-TV, as well as for its institutional advertising. Henry J. Kaufman and Assoc., Washington, will continue to handle Metropolitan’s properties outside of New York. Metropolitan’s properties include four tv stations (WNEW-TV New York; WTG [TV] Washington; KOCR [TV] Sacramento-Stockton, Calif., and WTVH [TV] Peoria, Ill.) and three radio stations (WNEW New York, WIP Philadelphia and WHK Cleveland).

Practical lab work • Texas Christian U., Fort Worth, in cooperation with KFJZ-TV, that city, offers its tv-radio majors in their senior year a course called “Television Internship.”

The course is taught by Olen Terry, the station’s production manager, and gives the students a chance to get practical experience in the various departments of KFJZ-TV. The university gives three hours of academic credit for the course.

Educational fm hookup • WNYC-FM is feeding four educational fm stations with four-hour blocks of music-news programming on Sundays and one hour on weekdays. The operation is the beginning of a contemplated regional network and includes WNTI (FM) Hackettstown, N.J.; WGP (FM) Bethlehem, Pa.; WPPA-FM Pottsville, Pa., and WDFM (FM) University Park, Pa. Hours are 3-7 p.m. Sundays and 5-6 p.m. weekdays. Experimental operation began Feb. 21.

One for all • KWFT Wichita Falls, Tex., announces a new advertising rate policy featuring a “one for all” theme which provides identical prices for retail, local, regional and national advertising.

Price boost • Reception of the new double-feature policy of KKH- TV Los Angeles has been so good that the station has put in a 25% rate increase for participations in Channel 9 Movie Theatre, effective today (March 14). Cost for the full strip of 12 one-minute spots a week, one with each showing of the program, has been upped from $1,000 to $1,250. Ratings of Channel 9 Movie Theatre have averaged 4.5 for the initial daily showings at 5:630 p.m. and 3.7 for the late showings at 11 p.m.-12:30 a.m.

KKIS to move • Station KKIS Pittsburg, Calif., is moving into new offices and studios, located at 230 East Fourth Street. According to Jerry Bassett, general manager, the move is expected to be made on or about April 1.

7 Overseas Press awards to radio-tv

Five radio-tv newsmen and two networks have been designated as winners of the Overseas Press Club annual awards for excellence in foreign correspondence and interpretation during 1959. They will receive OPC plaques at the club’s 21st annual awards dinner dance at the Waldorf-Astoria Hotel in New York on March 26.

The categories and the winners: Best radio or tv reporting from abroad—won by CBS News for its coverage of President Eisenhower’s trip to Asia, as shown on CBS-TV’s Eyewitness to History; citation to NBC News for its coverage of the same Eisenhower trip, as presented on NBC-TV’s Journey to Understanding; best photographic reporting (motion picture) from abroad—won by Henry Toluzi, NBC News for film shown on NBC-TV’s Operation Noah; citation to Martin Barnett, CBS News for film shown on CBS-TV’s Population Explosion; best interpretation of foreign affairs, radio or tv—won by Quincy Howe, ABC News, for his stories on Khruushchev speeches at the National Press Club and the United Nations; citation to Eric Severeid, CBS News, for reports from London; the Robert Capa Award for superlative photography, still or motion picture, requiring exceptional courage and enterprise—won by Mario Biasetti, CBS News for coverage of a rebel invasion of Nicaragua.

• Rep appointments


• KEYY Provo, Utah: B-N-B Time Sales as west cost representative.

• WALA-AM-TV Mobile, Ala.; KXOA Sacramento, Calif.; KJOY Stockton, Calif., and KSWO-AM-TV Lawton, Okla.-Wichita Falls, Tex.: Clarke Brown Co., Dallas.

• KORK Las Vegas, Nev.: B-N-B Time Sales, L.A. and S.F.
Again, as in every major survey, the ratings show WFBC-TV’s dominance in its service area. Only “The Giant” can give you maximum coverage in the metropolitan areas of all three... Greenville, Spartanburg and Asheville.

WFBC-TV LEADS WITH... 22 OF THE TOP 30 PROGRAMS! TOP 7 SYNDICATED PROGRAMS! TOP-RATED MOVIE

"The Giant of Southern Skies"

Channel 4
WFBC-TV
Greenville, S. C.

Proof OF WFBC-TV’s CONTINUING LEADERSHIP in Greenville, Spartanburg & Asheville

Facts from the latest ARB (November, 1959)

Share of Sets-in-Use
9:00 A.M. to Midnight, Sunday through Saturday

<table>
<thead>
<tr>
<th>Area</th>
<th>WFBC-TV</th>
<th>Sta. “B”</th>
<th>Sta. “C”</th>
</tr>
</thead>
<tbody>
<tr>
<td>GREENVILLE METROPOLITAN AREA</td>
<td>42.1</td>
<td>21.2</td>
<td>27.2</td>
</tr>
<tr>
<td>Largest in the Market</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Area</th>
<th>WFBC-TV</th>
<th>Sta. “B”</th>
<th>Sta. “C”</th>
</tr>
</thead>
<tbody>
<tr>
<td>GREENVILLE-SPARTANBURG METROPOLITAN AREAS COMBINED</td>
<td>37.0</td>
<td>21.5</td>
<td>28.5</td>
</tr>
<tr>
<td>“Heart of the Market”</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Area</th>
<th>WFBC-TV</th>
<th>Sta. “B”</th>
<th>Sta. “C”</th>
</tr>
</thead>
<tbody>
<tr>
<td>GREENVILLE-SPARTANBURG-ASHEVILLE METROPOLITAN AREAS COMBINED</td>
<td>34.7</td>
<td>29.5</td>
<td>21.6</td>
</tr>
<tr>
<td>&quot;Heart of the Market&quot;</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Average Quarter Hour “Homes Reached”
From 6:00 p.m. to Midnight, Sunday through Saturday

<table>
<thead>
<tr>
<th>Area</th>
<th>WFBC-TV</th>
<th>Sta. “B”</th>
<th>Sta. “C”</th>
</tr>
</thead>
<tbody>
<tr>
<td>GREENVILLE-SPARTANBURG-ASHEVILLE METROPOLITAN AREAS COMBINED</td>
<td>42,200</td>
<td>33,600</td>
<td>22,200</td>
</tr>
<tr>
<td>&quot;Heart of the Market&quot;</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

For complete information about this Giant Market, and for Rates and Availabilities, we invite you to contact our National Representatives

AVERY-KNODEL, INC.
NBC, RKO GENERAL TRADES

Three-city station sales are announced

Sale of NBC's Washington radio and television stations to RKO General for $11.5 million and the exchange of NBC's Philadelphia properties for RKO General's in Boston were officially announced Friday.

The transactions, which must have government approval, would complete NBC's multi-market parlay ensuing from the RCA-NBC consent decree requiring the network to dispose of its Philadelphia outlets. NBC's acquisition of KTVU (TV) Oakland (San Francisco) for a reported $7.5 million—first step in the parlay—was announced three weeks ago (Broadcasting, Feb. 29).

All three transactions are subject to one or more conditions. Purchase of KTVU and sale of WRC-AM-FM-TV Washington must, like all transfers of station ownership, be approved by the FCC before they can become effective. The swap of WRCV-AM-TV Philadelphia for RKO General's WNAC-AM-FM-TV Boston must be cleared first by the Justice Dept. (because of the consent decree, which stemmed from NBC's exchange of its Cleveland stations for Westinghouse Broadcasting Co.'s Philadelphia properties), and then by FCC. In addition, the contract for the sale of the WRC stations stipulates that it will not become effective until FCC approves NBC's purchase of KTVU.

Properties Involved • The exchange phase of the NBC-RKO General transaction—said to be tax-free—gives the network a ch. 7 television station (WNAC-TV) in return for a ch. 3 property (WRCV-TV) plus a 50 kw radio station on 680 kc (WNAC) in return for a 50 kw outlet on 1060 (WRCV). NBC also acquires the FM affiliate of WNAC.

WRC-TV, bought by RKO General, is on ch. 4 and WRC is a 5 kw outlet on 980 kc. WRC-FM goes too.

KTVU—which acquisition by NBC was protested bitterly by KRON-TV San Francisco, which would lose the NBC affiliation in that area—is on ch. 2. It is being bought by NBC from William D. Pabst, Ward D. Ingram, Edwin W. Pauley, Willet H. Brown and Stoddard P. Johnston.

The Philadelphia-Boston-Washington transactions were announced by Robert W. Sarnoff, chairman of NBC, and by Thomas F. O'Neil, who is chairman of RKO General.

Aside from the appropriate governmental approvals, one tag end remains to be disposed of: sale of RKO General's WGMS-AM-FM Washington in order to comply with FCC's duopoly rule.

Changing hands

ANNOUNCED • The following sale of station interests was announced last week, subject to FCC approval:

° WMBD-AM-FM-TV Peoria, Ill.: Sold by Charles C. Caley and John E. Fetzer (Fetzer stations) to Midwest Television Inc. (WCIA [TV] Champaign, Ill.). Price was $1,850,000 for all assets with $225,000 payment over eight years to Mr. Caley for agreement not to compete and to serve as consultant. Midwest is 51% owned by August C. Meyer and wife. Among other stockholders is WSOY-AM-FM Decatur, Ill., affiliated with Lindsay-Schaub newspaper group's Decatur Herald and Review and principals of Champaign News-Gazette (WDWS). Other Lindsay-Schaub broadcast properties are WFIN-AM FM Olney and WSEI (FM) Effingham, both Illinois. WMBD is 5 kw on 1470 kc. WMBD-FM operates on 92.5 mc with 2.5 kw. WMBD-TV is ch. 31. All are affiliated with CBS. No changes in personnel are contemplated, Mr. Meyer announced.

° WJHL Johnson City, Tenn.: Sold by W. Hanes Lancaster Jr. and associates to James C. Wilson, Bristol, Tenn., businessman and one-time stockholder in WOPI that city. Price was $230,000, with $67,000 in cash. CBS-affiliated WJHL is on 910 kc with 5 kw daytime and 1 kw at night. Broker was Blackburn & Co.

° KHIS Hemet, Calif.: Sold by William B. Miller and Luther Pillow to Paul S. Sprague and Robert B. and Robert T. Griffin for $85,000. Robert B. Griffin was formerly with KITQ San Bernardino, and is currently program and promotion director for KKWK Pasadena, both California. KHIS is 500-w daytimer on 1320 kc. Transaction was handled by Jack L. Stoll & Assoc.

° WRKH Rockwood, Tenn.: Sold by Herman and Ray Spivey to J.A. Gallimore for $67,000. Mr. Gallimore is multiple broadcast owner, with interests in WSNW Seneca, WBAW Barnwell, WNBC Hampton, WSCC Sumter, all South Carolina and WLFJ Lafayette, Ga. Daytimer WRKH is 1 kw on 580 kc. Transaction was handled by Paul H. Chapman Co.

° WHAP Hopeville, Va.: Sold by Charles E. Springer and S.L. Goodman
**KETV HAS OMAHA'S BIGGEST NIGHTTIME AUDIENCE!**

**Feb., 1960 Nielsen**

<table>
<thead>
<tr>
<th>Station</th>
<th>6 P.M. To 9 P.M.</th>
<th>9 P.M. To Midnight</th>
</tr>
</thead>
<tbody>
<tr>
<td>KETV</td>
<td>39%</td>
<td>41%</td>
</tr>
<tr>
<td>Station Y</td>
<td>30%</td>
<td>28%</td>
</tr>
<tr>
<td>Station Z</td>
<td>31%</td>
<td>31%</td>
</tr>
</tbody>
</table>

Source: Feb., 1960 Omaha Metro Nielsen Station Index

**Jan.-Feb., 1960 ARB**

<table>
<thead>
<tr>
<th>Station</th>
<th>6 P.M. To Midnight</th>
</tr>
</thead>
<tbody>
<tr>
<td>KETV</td>
<td>36.2%</td>
</tr>
<tr>
<td>Station Y</td>
<td>31.9%</td>
</tr>
<tr>
<td>Station Z</td>
<td>31.0%</td>
</tr>
</tbody>
</table>

Source: Jan.-Feb., 1960 Omaha Metro ARB

**BUY THE STATION WITH OMAHA'S LARGEST NIGHTTIME AUDIENCE!**

Call [Television Key]® Now!

OMAHA WORLD-HERALD STATION
Ben H. Cowdery, President
Eugene S. Thomas, V. P. and Gen. Mgr.

BROADCASTING, March 21, 1960
to Roger Neuhoff for $65,000. Mr. Neuhoff owns WCHV Charlottesville and WILA Danville, both Virginia. WHAP is 250 w on 1340 kc. Broker was Blackburn & Co.

• WWCC Bremen, Ga.: Sold by J.J. Mangham Jr. to James H. Faulkner for $60,000. Mr. Faulkner owns WBCA Bay Minette and WHEP Foley, both Alabama. Daytimer WWCC is 550 w on 1440 kc. Transaction was handled by Blackburn & Co.

APPROVED • The following transfers of station interests were among those approved by the FCC last week (for other Commission activities see For The Record, page 104).

• KFAR-AM-TV Fairbanks, KEN-AM-TV Anchorage and KTKN Ketchikan, all Alaska: Sold by Midnight Sun Broadcasting Co. to All-Alaska Broadcasters Inc. for $1,200,000 ($250,000 cash, remainder to be paid over 20-year period). New owners include Mr. and Mrs. Alvin O. Bramstedt, formerly general manager of Midnight Sun, 22.64%; R.D. Jensen, KTKN manager and owner of community antenna systems in Ketchikan and Sitka, 15%; James Fletcher, Midnight Sun national sales manager, New York, 7%; Delmar A. Day, Midnight Sun western sales manager, 7%, among others.

• KUTI Yakima, Wash.: Sold by Harrison A. Roddick to Yakima Valley Radio Inc. for $150,000. Purchasers are H.G. Wells Jr., David McKay and H.Q. Jouken, each owning 33⅓%. Mr. Wells is former general manager of KOLO Reno.

• KPOW Powell, Wyo.: Sold by Albert J. Meyer to KPOW Inc., group headed by M.J. Hedin, for $70,000.

• KDOG (FM) Anaheim, Calif.: Sold by William E. Clark to Hi-Fi Bests. Inc. for $3,600. Principals include Cliff Gill and Daniel Russell, who hold control of KEZY Anaheim.

WIP drops Mutual

WIP Philadelphia severed its affiliation with Mutual Broadcasting System March 7. It will now operate as an independent station. In making the announcement, Harvey L. Glascock, vice president and general manager of WIP, said: "Our decision to terminate WIP's affiliation with Mutual should in no way be interpreted as prejudicial to that network. It is WIP policy to originate its own programming and to develop its own on-the-air personalities."

Newspaper meet to air radio-tv inroads

Broadcasters can expect their ears to burn when the American Newspaper Publishers Assn. holds its annual convention April 25-28 in New York. Topics suggested for discussion at the Waldorf-Astoria meeting:

"Have newspapers found it desirable to tighten their policies on free-loading by newspaper people? Do they believe that permitting a news subject to pay a bill can be equated with radio-tv's 'payola'?"

"Tv and radio effectiveness as newspaper promotion media."

"What are newspapers doing to combat extreme merchandising efforts of radio and tv which in some cases include local stations buying shelf space and placing displays in retail outlets?"

"What effect, if any, have the radio-tv revelations, charges and criticisms had on newspaper advertising?"

"How many papers present have both catv and a tv station in their community? Did catv put any tv stations out of business?"

"Do special tv sections increase sales of Saturday papers?"

"Does anyone still read radio program logs?"
GOVERNMENT

NEW BLOW AT PLUGS AND FREEBIES

FCC orders stations to tell all about free program services

The FCC last week made a massive flanking attack on free plugs and payola. It ordered stations to disclose on the air the sources of free program material and the circumstances of its acquisition.

In a tough interpretation of its rules for sponsor identification, the commission issued a public notice that imposes these conditions, among many others:

- Every time a station plays a phonograph record that it received free or for a nominal fee, it must say on the air that the record was furnished and identify the supplier. If the supplier gave the station anything in addition to the freebies that fact must be announced too.
- If a typewriter is used as a prop on a news show in exchange for the free use of typewriters, that fact must be announced.
- If an outside source pays for travel and accommodations of program personnel, the circumstances must be described in a special announcement if any program material collected on the trip is used.
- It is not enough to say: "Travel arrangements made through Trans-State Airways." The announcement must make it clear that the travel was provided in exchange for air credit.
- If a station or its employees participate in the promotion of a record hop, all promotional announcements must clearly identify persons or companies who will benefit from the event or who have provided talent, prizes, hall rental or anything else in exchange for broadcast exposure.
- Free plugs on network and syndicated programs are regarded as an especially serious matter. The FCC said these practices go on without the knowledge of stations carrying the programs and hence have "the effect of preventing individual licensees from complying with the commission's sponsorship identification and logging requirements."

Tough Talk • The public notice, issued March 16, said the FCC had learned from questionnaires to all stations and from other sources that "many" licensees had not been complying with Section 317 of the Communications Act.

That section reads:

"All matter broadcast by any radio station for which service money, or any other valuable consideration is directly or indirectly paid, or promised to or charged or accepted by, the station so broadcasting, from any person, shall, at the time the same is so broadcast, be announced as paid for or furnished, as the case may be, by such person."

In its public notice last week the commission said it was "apparent that consideration has been provided in exchange for the broadcasting of various types of material without an accompanying announcement indicating that consideration was provided, and by whom, in exchange for or as an inducement for the particular broadcast."

The FCC said "consideration" was
usually in one of four forms: (1) records given to stations or employes for use on the air or for promotion purposes; (2) promotion of outside activities like record hops; (3) acceptance of travel expenses in exchange for free plugs; (4) payments for plugs without accompanying revelation of sponsorship.

A Stern Warning • The FCC said it would treat previous violations of the sponsor identification rules on a case-by-case basis. In so doing, it said, it will deal with instances of "wilfulness, misrepresentation or serious neglect on the part of the licensee."

From now on, however, the FCC "expects its broadcast licensees to use their utmost diligence to apprise themselves of situations in which their employes or independent contractors have outside financial interests which are being promoted on the air and to act accordingly to require that appropriate announcements be made wherever Section 317 is involved."

Free Records • The FCC said it had information that "virtually all broadcast stations" receive some free recordings; stations in big markets get most if not all their recordings for nothing; stations in smaller markets get records at reduced prices. It is only in the smallest communities that stations get few records free or at special prices.

The commission said that the "receipt of any records by a station which are intended by the supplier to be, or have the practical effect of being an inducement to play those particular records or any other records on the air, and the broadcast of such records, requires an appropriate announcement pursuant to Section 317."

To comply with the law, the FCC said, there must be "an appropriate announcement ([or] accompany the playing of all recordings received free or at a nominal charge.)" Beyond that, the notice stated, a similar announcement must be made "when the station broadcasts recordings of a particular manufacturer, distributor, etc., who has provided other free records which the station utilizes in any non-broadcast manner."

Outside Promotions • The FCC said there had been widespread plugging of record hops on stations where the station itself or its employes had some financial interest in the dances. In many cases, the FCC said, records by performers who were to appear at the hop or records distributed by the donor of free records to be given away at the hop were often played on the air to drum up attendance at the event.

The public notice said that "appropriate announcements must accompany all broadcast material (announcements, playing or records, etc.) where a profit is to be derived from these record hops, or where recorded or other broadcast exposure is being provided (whether based upon an express or implied agreement) in exchange for all or a part of a performer's fee or in exchange for the donation of records, prizes, hall rental, etc. Such announcements must identify the parties deriving financial benefit from the record hop as well as any other parties providing consideration in any form whatever in exchange for any of the above types of broadcast exposure."

These sponsor identification require-ments apply, the FCC added, no matter who gets the net proceeds of the dances.

Travel Expenses • The FCC said travel and related expenses have been paid as an inducement to the broadcast of program material.

"The announcement contemplated in these situations," the FCC said, "should fairly disclose the fact that consideration was provided, and by whom, as an inducement for the broadcast presentation."

The FCC admitted that free travel Ford testified on Capitol Hill last week Mr. Nelson, who joined the FCC in 1946 after private law practice in New York, has 10 lawyers and 20 aides handling activities in the renewal branch. This is the group which will handle payola-plugola enforcement. products.

"The commission considers such statements as "Travel arrangements made through Trans-State Airways" to be the substance of the plug themselves. Such announcements do not indicate that consideration (free transportation) was provided in exchange for the particular broadcast exposure or plug."

The point was further illustrated by a reference to "close-ups of certain brands of typewriters on tv newscasts in exchange for the loan, free of..."
THE LATEST NIELSEN*  
(or one more clue on how to get ahead on television)

<table>
<thead>
<tr>
<th></th>
<th>AVERAGE AUDIENCE RATINGS*</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC-TV</td>
<td>20.8</td>
</tr>
<tr>
<td>Net Y</td>
<td>20.4</td>
</tr>
<tr>
<td>Net Z</td>
<td>18.5</td>
</tr>
</tbody>
</table>

Analyze TV Networks by their ratings. Or by the number of firsts for prime time half-hours. (ABC-15, Net Y-13, Net Z-7.) Or by the firsts for evenings of the week. (ABC-3, Net Y-2, Net Z-2.) Any way you look at them, the percentages are riding with you on ABC Television.*  
(HINT: since no wise sponsor goes by the standings alone, you'll want these added facts: ABC's audience, attracted by ABC's action-adventure and family comedy programming, is a young audience*—with growing, consuming families. And you do business with them at the lowest cost—$2.38 per M homes per commercial minute.)

The FCC would be faced with frustration and an almost impossible task in discharging its duties if proposed legislation for tighter ethics in federal agencies is adopted as it now reads, FCC Chairman Frederick W. Ford said last week.

In his first appearance on Capitol Hill as FCC chairman, Mr. Ford told the House Commerce Committee his agency considers proposed prohibitions against off-the-record contacts with FCC members to be too broad in both adjudicatory and rulemaking cases as the proposal defines them.

He also told one committee member, Rep. William H. Avery (R-Kans.), that he himself would be able to recognize "unsual behavior" if it were extended to him, but feels another person might have another conception of the term. This term appears among activities listed as "improper" for FCC members and employees in HR 4800, one of the bills under study.

Chairman Ford said all FCC licensing activities are encompassed in the definition of adjudicatory cases—involving some 537,000 applications in 1958—while fewer than 300 actually reach the contested, or hearing, stage. Under the present language of HR 4800 off-the-record contacts with FCC members or employees would be prohibited in all these thousands of cases, he said. The FCC feels off-the-record bans should apply only at the point when a case is designated for hearing. Otherwise, he said, FCC service to citizens in directing attention to statutes, regulations, application forms, policies and practices could be interpreted as improper contact.

Impressions • On rulemaking cases, Mr. Ford said the FCC is solidly against proposals in HR 4800 which would prohibit off-the-record contacts in any rulemaking where notice has been issued and interested persons allowed to comment. With certain exceptions, the FCC's rulemaking is broad and of nationwide interest, bipartisan and legislative in character, the FCC chairman said. FCC members and employees obtain information from meetings with industry people, on-the-spot inspections and other sources; some of the information obtained is virtually impossible to place on a "paper record" because it involves mental impressions.

The exceptions where off-the-record contact bans should apply, he said, are those which are controversial, accusatory in form, affect private interests and are more narrow, sometimes involving only two cities. He said the FCC has initiated a rulemaking to distinguish between these two classes of rulemaking proceedings. (This action, begun July 22, 1959, followed court reversal in the FCC's St. Louis ch. 2 case involving off-the-record contacts.) But Chairman Ford said the FCC would "appreciate . . . legislative or congressional "guidelines" on this question, noting the problems of the FCC may differ from those encountered in other federal agencies (to which HR 4800 also applies). HR 4800 puts everything into "one ball of wax," he said.

Mr. Ford said there is a "hole" in the present law prohibiting off-the-record contacts in FCC adjudicatory cases in hearing and that an FCC-drafted bill in the Senate (S 1734) would seal off this hole, extending the prohibition not only to the parties concerned and FCC people but also to persons outside the case.

Rulemaking Hearings? • Mr. Ford told Rep. William L. Springer (R-Ill.), who had suggested the FCC designate rulemaking cases for hearing (instead of written comments), that if the FCC set a rulemaking for hearing and "the industry doesn't show up, we're frozen." Rep. Springer doubted witnesses would be scarce ("we never have trouble getting witnesses for our hearings"). Mr. Ford also noted FCC members themselves must conduct rulemakings and that hearings would take up too much of their time.

Rep. J. Arthur Younger (R-Calif.)
Free-spending Californians and Nevadans are clustered thick in Bee-line station broadcast areas. For example, KFBK is located in the heart of the Metropolitan Sacramento Market which ranks 9th nationally in retail sales per household and 43rd in total retail sales. National ranking for total food sales is 39th and total drug sales is 49th (SRDS).

The city of Sacramento is the capital of California. It is also the center of an area having huge, diversified food-canning, industrial, dairying and agricultural activity plus several very large military establishments.

As a group, Beeline stations give you more radio homes than any combination of competitive stations — at by far the lowest cost per thousand (Nielsen & SR&D).

*Sales Management’s 1959 Survey of Buying Power
suggested the FCC inaugurate fees for licenses and Mr. Ford replied that this is a policy matter for Congress to determine, along with fees by other federal agencies for services or licenses.

Rep. Younger also suggested that off-the-record contact prohibitions be applied to members of Congress. "I'd like to see this in the bill," he said.

Rep. Avery, in questioning Mr. Ford about the "unusual hospitality" terminology in HR 4800, wondered if the word "unusual" should be deleted and any kind of "hospitality" prohibited. Mr. Ford said there still would be subjective trouble with the term. Hospitality, he said, might mean "even lighting your cigarette." If carried to extremes, he felt, FCC members might have to "withdraw into seclusion." Rep. Avery concluded either term would be "ridiculous" and almost impossible to write into law.

During discussion on what information obtained by the FCC in rulemaking cases could reasonably be placed on the public record, Edward W. Allen, chief engineer, said FCC staffers obtain some information from businesses in broadcasting and that there is no objection to placing their reports on this information in the record, with the exception of competitive data.

Other FCC Opinions • Here is the FCC's stand on other provisions of HR 4800:

In the title: wants words added: "to remedy statutory and administrative deficiencies" to put Congress on record as wanting the FCC broadcast hearing backlog cleaned up. The McFarland Act of 1952 has "shorn" the FCC of all staff advice, he said, citing statements by House Commerce Committee Chairman Oren Hatch (D-Ark.) and Senate Communications Subcommittee Chairman John O. Pastore (D-R.I.) acknowledging the 1952 act went far too.

Prohibition against former FCC members appearing before the FCC on any matter for two years and former employees from appearing on matters in which they were directly connected during their FCC service: This means FCC and other regulatory members and employees would be treated differently. Officers and employees of other government departments are forbidden only to represent claims against the U.S. in matters with which they were formerly directly connected or performed duty. FCC people have devoted their professional experience to specialized FCC work and to prohibit them from using their experience afterward would be inequitable and may raise a constitutional question for those employed by the FCC at the time of the bill's enactment. The FCC suggested instead that such people merely be prohibited from using confidential information acquired on specific matters while at the FCC on the same matters afterward. A further requirement that the FCC try to prevent such acts would impose a "vague" and "perhaps impossible" task, the FCC statement said.

More Opinions • Authorizing the FCC to determine the kind of intra-commission contacts which should be exempted from off-the-record contact prohibitions. Such exemptions should be set out by statute to remove uncertainty. The FCC recommended that these "necessary" exemptions be applied to contacts between FCC members, between them and their assistants and—except for separation of functions required by law—between FCC members and other FCC employees who have not done investigative or prosecution work in the case considered or a related one. The FCC should be allowed to determine what communications with other state or federal government groups should be exempted. The statute should apply to all six of the regulatory agencies.

Requiring FCC members and employees to make a "fair, written summary" of telephone calls or conversations about an adjudicatory case or controversial rulemaking and file it in the public record. This puts a burden on the recipient who may have no prior background in the case and may not associate it with a case where contact is prohibited. He might be innocently trying to help in the administrative process and later find the talk has taken on new colorations. Work pressure might cause him to fail to make the summary or to make an inadequate one later. Requests for general information may later turn out to be associated with a particular case and he is confronted with the punitive provisions of HR 4800. A further requirement that he ignore the communication in making a decision may be impossible if he has already made a "fair" summary because of subconscious impressions made on his mind in so doing.

Provision for removal of FCC members for malfeasance and authorizing them to appoint their own chairman and vice chairman. This is a matter for Congress to decide, the FCC said.

Other Provisions • Requiring an FCC member to personally direct preparation of a statement of reasons for every FCC decision and sign it, with such tasks to be equally divided among members as to type and amount. This would impose an impossible burden on individual FCC members unless it is restricted to adjudicatory hearing cases and would require "drastic administrative changes," including a larger opinion-writing group. If the aim is to increase the personal responsibility of each member, the FCC said, it submits that the opinion reflects the views of all members who vote with the majority.

Giving parties who file motions with the FCC the right to appeal to the courts if the FCC has not acted in 60 days; allow the FCC to extend the 60 day period to 120 days provided it gives the parties opportunity for hearing. Response pleadings often take up this 60 days. If appeals were thus permitted, the parties would not know the basis of appeal. The provision to extend the period to 120 days makes obvious the opportunities for "intermural procedural delays" because of the requirement for hearing.

Repealing FCC honorariums. The FCC supported this.

Repealing laws which presently restrict the flexibility of the FCC review staff. Supports.

Other Bills • HR 6774, establishing standards of conduct for hearing proceedings. Supports, but recommends clarification at several points.

S 1735, Senate-approved bill to repeal the honorarium provision for FCC members. Supports.

S 1736, Senate-approved bill to eliminate the oath required for applications for construction permits, station licenses and renewals and annual common carrier reports. Supports as help in speeding up consideration and processing of applications.

S 1738, Senate-approved bill to give the FCC greater discretion in using the services of its review staff without allowing such a staff to recommend final disposition of adjudicatory proceedings. Supports as a way of expediting hearings and allowing FCC members to concentrate on questions of policy, law and fact.
Can you see a superlative?

YES... in the Shreveport market where the LOWEST channel station (3) puts the CLEANEST, CLEAREST pictures (RCA) over the BIGGEST, RICHEST coverage area (Nielsen).

Your product deserves identification with

**KTBS-TV**

Represented by

Edward Petry & Co., Inc.

The Original Station Representative

The superlative station in the Shreveport market
FOX’ SEC TROUBLES MULTIPLY
New charges made against TV Industries head

Troubles multiplied for Matthew M. Fox last week. For several months he has figured prominently in the hearing the Securities & Exchange Commission has been conducting into Skiatron Electronics & Television Inc. (Broadcasting, March 7). Last week the SEC charged him with additional violations of the 1933 Securities Act in his sale of Television Industries Inc. and Guild Films Co. stock.

The commission filed a motion for a temporary order restraining Mr. Fox from selling any more Television Industries stock. In the accompanying affidavit, the SEC charges that he has established a pattern of borrowing money on large blocks of unregistered stock, defaulting on these loans and allowing the collateral to be sold. The document further states that he has failed to file required statements with the commission.

Judge Edmund L. Palmieri of Federal District Court in New York, where the SEC had filed, signed on March 17 a permanent injunction barring Mr. Fox from further sales of Television Industries stock. Mr. Fox consented to the injunction, but denied that he had intended to violate the Securities Act. He said that the SEC had “acted wisely and fairly in the matter as there was no other way to prevent certain lending institutions from selling the balance of my collateral without first registering same.” In his statement, Mr. Fox indicated his belief that although the lending firms may have violated SEC regulations, he, as an individual, had not.

Television Industries Inc., of which Mr. Fox is president and board chairman, was formed in 1958 as a successor to C&C Television Inc. Its securities are listed on the American Stock Exchange. The company is engaged in distributing programs to TV, sometimes in deals which barter programs for station time. In 1955, when the company was known as C&C Super Corp., Mr. Fox was engaged in pledges and defaults of its stock, the SEC claims. As of June 30, 1958, he owned 648,400 shares of C&C Television, of which approximately 630,000 were pledged as collateral and in July of 1958 when the name was changed, there was a reverse split of one to ten, leaving him with 64,700 shares of Television Industries. All of these were eventually pledged, the SEC announced.

Late Reports • Reports on personal holdings, which Mr. Fox was required to file with the SEC as an officer and director of a listed company (Television Industries), were due monthly from October 1958 through November 1959. They were all filed on Jan. 26, 1960. By this time, he was thoroughly embroiled in the Skiatron hearing.

The SEC offered examples of Mr. Fox’ other stock transactions in order to “support [its] contention that Fox has set in operation a scheme to evade the registration requirements of the Securities Act of 1933 by pledging and selling securities.” Over 260,000 shares of Skiatron were pledged by Mr. Fox since 1954, most of which were eventually sold, the affidavit states. “These pledges and loans were made with nearly all the same individuals, financial organizations and lending organizations who held the stock of Television Industries Inc.” it continues. It also cites 327,000 shares of Guild Films Co. given as collateral to those same lending firms beginning in October 1956, of which over 200,000 shares were sold on default. At the time these shares were pledged, there were only a little over 1 million shares of Guild outstanding. Blocks of stock of such size in these three companies could represent control blocks and under the 1933 act must be registered before they can be sold. According to the SEC, in none of the three cases was a registration statement in effect.

No Criminal Charges • The lending companies reportedly still hold some 33,000 shares of the pledged Television Industries stock, some or all of which are presently in default. The commission states. It they should sell the balance of this stock, they might be construed as acting as agents for Mr. Fox and be held liable for willful violation of the 1933 act. Willful evasion of registration requirements is a criminal offense. So far no criminal charges have been brought against Mr. Fox.

The SEC issued a further suspension order in Skiatron stock pending the result of its administrative proceeding. The order stated that further suspension is necessary “to prevent fraudulent, deceptive or manipulative acts or practices in Skiatron stock.” In the hearing to determine the adequacy and accuracy of the company’s registration statement, testimony has been introduced to indicate that illegal selling of supposed “investment holding” had been done by individuals and by concerns. In one case, stock pledged from Arthur Levey, Skiatron’s president, on condition the purchaser would hold it, was soon resold on the exchange through a Swiss bank.

Attorneys for Mr. Levey, Mr. Fox and Skiatron are working with SEC counsel to produce a stipulation concerning the financial status of the company in regards to pay TV. Stipulations dealing with sales of stock by Messrs. Fox and Levey have been introduced already. SEC counsel Eugene Rotberg last week told Hearing Examiner Robert Hislop that he hopes a stipulation on the fiscal state of Skiatron can be introduced into the record when the hearing is reconvened April 4.

FTC consent order for ‘Life’ Cigarette

The Federal Trade Commission today (March 21) announced a consent order against Brown & Williamson Tobacco Corp. and its advertising agency Ted Bates & Co. The order forbids the use of pictorial demonstrations purporting to prove that the filter in Life cigarettes (or any other filter cigarettes the company promotes) absorbs or retains all of the tar or nicotine in the smoke.

Also, the company must not use any demonstrations which are meant to prove that the filter used in these cigarettes absorbs more of the tar or nicotine than other filters when such proof is not actually given. In addition, the order halts claims that the U.S. government, or its agencies, approves or sanctions the company’s cigarettes or has found their smoke level lower in tar or nicotine when compared with other brands.

Both companies and the FTC agreed to this order.

Action in this matter began Decem-ber 11, 1959, when the FTC challenged
The November ARB report shows KCMC-TV still dominates the 4-state corner of the Southwest. With 71.6% of the Texarkana Metropolitan Audience, KCMC-TV blankets the newly enlarged area which now includes all of Bowie County (Texas) and Miller County (Arkansas), and delivers a big PLUS in Total Homes Reached.

KCMC-TV
Net Weekly Circulation

52,200 Families

AVERAGE HOMES REACHED
(Mon. thru Fri.)

Sign-on to noon (Mon. thru Fri.) 4,900
Noon to 3:00 (Mon. thru Fri.) 7,200
3:00 to 6:00 P.M. (Mon. thru Fri.) 10,700
6:00 to 10:00 P.M. (Sun. thru Sat.) 21,700

TYPICAL KCMC-TV NIGHTTIME RATINGS

<table>
<thead>
<tr>
<th>PROGRAM</th>
<th>RATING</th>
<th>SHARE OF AUDIENCE</th>
<th>HOMES REACHED</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gunsmoke</td>
<td>57.7</td>
<td>89%</td>
<td>33,200</td>
</tr>
<tr>
<td>Red Skelton</td>
<td>52.0</td>
<td>80%</td>
<td>30,200</td>
</tr>
<tr>
<td>The Texan</td>
<td>48.2</td>
<td>73%</td>
<td>29,400</td>
</tr>
<tr>
<td>6:00 PM Local News</td>
<td>49.1</td>
<td>91%</td>
<td>26,800</td>
</tr>
<tr>
<td>Rawhide</td>
<td>59.5</td>
<td>88%</td>
<td>34,200</td>
</tr>
<tr>
<td>77 Sunset Strip</td>
<td>42.9</td>
<td>73%</td>
<td>32,600</td>
</tr>
<tr>
<td>Have Gun, Will Travel</td>
<td>53.6</td>
<td>79%</td>
<td>31,900</td>
</tr>
<tr>
<td>Mike Hammer</td>
<td>42.9</td>
<td>89%</td>
<td>27,500</td>
</tr>
<tr>
<td>Danny Thomas</td>
<td>46.4</td>
<td>73%</td>
<td>28,200</td>
</tr>
<tr>
<td>Rifleman</td>
<td>46.9</td>
<td>73%</td>
<td>32,800</td>
</tr>
<tr>
<td>As The World Turns</td>
<td>22.6</td>
<td>84%</td>
<td>10,300</td>
</tr>
<tr>
<td>Edge of Night</td>
<td>21.3</td>
<td>84%</td>
<td>11,800</td>
</tr>
</tbody>
</table>
the demonstration for Life cigarette’s “Millicel Super Filter.” The demonstration was used in newspapers and magazines as well as on radio and tv (BROADCASTING, Dec. 14, 1959).

The agreement reached today is for settlement purposes only. It does not constitute an admission by the companies that they have violated the law. The complaint against David Loomis, a vice president and account executive of the Bates agency, was dismissed because he had no authority to direct or control the policies of the two companies, the FTC said. It was the first time in recent years that an account executive has been joined with the advertiser and agency as a party to a complaint.

Meanwhile, Standard Brands Inc., one of four companies cited in January FTC complaints (BROADCASTING, Jan. 18, 1960), answered the complaint with a denial.

The FTC had charged that the company’s “flavor gems” tv commercial for Blue Bonnet margarine was deceptive. The complaint stated that the demonstration was misleading because the “flavor gems” illustrated were magnified and were not actually moisture drops produced in the product but were drops of a non-volatile liquid substituted for the demonstration.

Standard Brands, in its answer to the FTC Friday (March 18) stated that it has used “substantially identical” advertising for several years. The FTC examined and failed to find such advertising objectionable, the company declared.

“Advertising embodying these claims and visual portrayals was several times submitted to the FTC in response to its requests,” the firm asserted, “But . . . three times [the FTC] formally advised respondent that after consideration of them no action was contemplated.”

Ted Bates & Co., named with Standard Brands in the complaint, filed a separate answer similarly denying any deception in the demonstration.

FTC charges denied

Olson Rug Co. last week said it plans to file an answer shortly in Chicago district court denying misleading radio advertising charges brought by the Federal Trade Commission.

The FTC filed an $80,000 suit in court March 11 claiming Olson violated a FTC order in 1956 with commercials and advertisements that misrepresented its wool carpets to customers. FTC charged Olson did not use the same wool in its carpets as that obtained from customers despite its advertising claim on radio and in magazines. Olson currently has participations in Don McNeill’s Breakfast Club on ABC Radio and in Ruth Lyons’ show on WLWT (TV) Cincinnati. The agency (for radio-tv) is Presba, Fellers & Presba, Chicago.
SCREENING SPOTS
Local level job, FTC chairman tells IBA

FTC Chairman Earl W. Kintner advised broadcasters last week to do their own screening of national spots. Addressing his fellow Hoosiers at a luncheon of the Indiana Broadcasters Assn. March 18, the chairman said that national spots do not have "the benefit of pre-screening by the network . . ." and that self-policing is in order.

Mr. Kintner called for "positive action" to eliminate advertising copy "that either is obviously phony or comes so close to the edge of credulity as to not be worth the risk of FTC action . . ."

Outlining what he called "one reasonable test" to gauge acceptable advertising, Mr. Kintner said: "Would I have reason to complain if my competitor used . . . this sort of advertising? If the advertising falsely disparages your product or lies about the quality of your competitor's product, you have a right to complain, and so does he, if you do it to him."

Compliance with the law, Mr. Kintner suggested, "does not require sack cloth and ashes." He asserted that it is only when "unrestrained showmanship begets hucksterism and deception" that the FTC must take action. However, he said, "we are not opposed to making things attractive."

The broadcaster, Chairman Kintner said, cannot remain indifferent to the material which he airs and "certainly has a responsibility to the public" for his station's total programming.

Three payola consents swell FTC list to 19

The Federal Trade Commission announced last week that it had approved three more payola consent judgments—bringing the number of such orders to 19.

Those signing the consent orders, all Philadelphia distributors were:
Universal Record Distributing Corp., Main Line Distributors Inc. and Raymond Rosen & Co.

The three record distributors—charged earlier this year with having paid disc jockeys under-the-counter to play records—agreed to cease this practice or to require public disclosure of the fact that the performer had been paid to play the record on the air.

This is similar to the terms of the other 16 consent judgments which have been signed by distributors and record makers.

Chairman Kintner disclosed that the commission was investigating 95 additional record firms.

How Do You Figure I.Q.?

I. Q. may be defined as Impact Quotient . . . the percentage of available acceptability that a product achieves in a given market.

I. Q. also may be defined as Influence Quotient . . . the percentage of audience acceptability earned by a broadcaster in a multi-TV station market. The correlation of these definitions . . . for market impact rely on the station with market influence.

In South Bend, Indiana, WSBT-TV is the station with the highest Influence Quotient. So evidenced by eight years of 45 to 50% audience shares; proven again in November, 1959, with a 47.8% Nielsen (share of sets in use, sign-on to sign-off). Accomplished with a full schedule of top CBS shows and "red-hot" local programs. For product impact on the $1,613,896,000 South Bend market, use an influential WSBT-TV schedule. See Raymers or write this station for availability lists.
FM STEREO COMMENTS FILED

Industry feeling mixed; more tests asked

FM stereo this fall. This is the FCC-industry goal as the commission's technical staff buckled down to evaluate a flood of comments filed last week at deadline time for an inquiry that has run two years.

Proposed rule-making for fm may come in 30-days, one FCC source said last week. After fm stereo standards are set, the commission has stated, it will consider standards for am and tv stereo. Industry generally asked that more testing be undertaken before--a final determination on standards is made.

Comments ranged from professional technical dissertations to pleas scribbled on postcards by hi-fi enthusiasts.

Electronics Industries Assn. and RCA said recommendations for a specific multiplex fm system would have to wait until field tests are made.

EIA's National Stereophonic Radio Committee, which assembled pertinent data on stereo, told the commission it is not yet ready to "offer any recommendations." It said that its study thus far "represents nothing more than a firm foundation" for the choice of an fm stereo system. The committee asserted that "until questions are answered...and until the proposed systems are field tested...there is not sufficient technical information available for the choice of a system."

The committee informed the FCC that six proposed fm multiplex systems had been studied by NSRC. The six are: Crosby-Teletronics Corp., Calbest Electronics Corp., Multiplex Development Corp., EMI-Cossor, Zenith, and GE (two designations). The FCC has asked NSRC for a final report on these systems no later than July 29.

RCA told the commission it is not possible to determine "the optimum" multiplex fm system from "purely theoretical considerations." Any recommendations, RCA stated, "must be substantiated by testing in the field." RCA said its study shows the feasibility of allocating three fm subchannels on the fm base and. It said, however, that the presence of subchannels may cause crosstalk in poorly aligned receivers. RCA said the study also indicated that systems with one fm subchannel tend to provide a better signal-to-noise ratio than other multiplex systems considered.

In other comments received, the commission was told that fm stereo multiplex endangers background music operations, a vital part of the fm broadcasting economy.

Muzak Corp. said that multiplex would allow the public to intercept Zenith and Crosley stereo without displacing subsidiary communication services and claims it is the only system which allows functional broadcasts to remain in operation with multiplex. With the Zenith system the station can transmit a main carrier and two subcarrier signals. The fm multiplex will reproduce high fidelity from the main carrier and one subcarrier. The other subcarrier can broadcast "storecasting" without interference to or from public broadcasts, Zenith said.

Crosby Labs Inc. suggested that the FCC go slow in extending further the possible types of non-broadcast multi-

Fm stereo standards by fall

Fm stereophonic standards should be in existence this fall. This was the prophecy of David R. Hull, president of the Electronic Industries Assn., last week in commenting on the whole stereo situation at a news conference in Washington.

EIA has submitted the reports of its National Radio Stereophonic Committee to the FCC, Mr. Hull announced. It made no recommendations but offered to field test various systems. Mr. Hull said 20 different fm stereo systems were examined by panels of NSRC.

He expressed regret that the commission had not seen fit to agree to the establishment of an industry-wide stereo committee which could have resulted in an industry-adopted standard.

The EIA proposal was made because RCA and CBS refused to participate in the NSRC unless it was sponsored by the government. Antitrust problems were understood to be at the root of this refusal. Without these two companies, Mr. Hull noted, the industry could not be sure of arriving at the proper standards.

Mr. Hull's remarks were made during the EIA spring conference in Washington.
CHANNEL 5  
WROC-TV  
AUDIENCE GROWS!

Leads New York State's 3rd largest market with 31.5% more homes reached than station X.

<table>
<thead>
<tr>
<th>TOTAL TV HOMES REACHED:</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>WROC-TV</td>
<td>327,200</td>
</tr>
<tr>
<td>Station X</td>
<td>248,800</td>
</tr>
</tbody>
</table>

NBC-ABC - CHANNEL 5 - ROCHESTER
Represented by

Edward Petry & Co., Inc.
The Original Station Representative
plex operations until it has decided on an fm stereo system. It called on the commission to authorize a wideband dual subcarrier system and said that the public should have a choice of systems. Crosby maintained that the wideband multiplex system is designed solely for stereo and will not receive background music transmissions.

GE asked that the commission permit fm multiplex on a regular basis and that "the present limited purposes for which subsidiary communication authorizations are issued . . . not be enlarged until standards are evolved for fm stereo. . . ."

Several hundred high fidelity hobbyists asked for a prompt ruling. An FCC spokesman said a proposed rulemaking can be expected within "a month or two."

FORD'S FCC HOPE: LET'S GET GOING
Blow off dust, set priorities, get expeditor, that's his plan

The FCC's new chairman, Frederick W. Ford, isn't at all sure what the commission is going to do about its unfinished business but there's one thing certain—less dust will gather on the dockets.

Chairman Ford has definite ideas about how radio and television stations should meet their obligations. He's made them clear many times. But right now the immediate problem is how to dispose of extremely complicated problems involving vast files of testimony, charts, statistics and filings.

After four days in office—he took over from John C. Doerfer March 14—the new chairman has come up with a gimmick he hopes will trim weeks, even months, from the inevitable bureaucratic sluggishness that marks the average federal agency.

It's quite simple—a staff assistant in charge of progress.

Pin Sticker • Roughly, Chairman Ford has in mind the creation of a job designed to keep dockets moving. First of all, once he has found the man for this role, he wants a priority list drawn up of the 17 or 18 most important problems that face the commission.

Heading the list, of course, are radio and tv allocations policies. Right behind will be a joint radio-tv program control procedure. The next 15 or so problems will be assigned priorities, with the full commission joining in the selection of priority ratings.

Allocations offer deep and delicate issues surrounded by personal, technical and economic intricacies. The new chairman isn't trying to kid himself or anyone else in Washington. He knows the political and practical hazards inherent in any mention of the term "allocations."

But he sincerely believes that every mechanical aid must be utilized from messenger to chairman if the work load is to be handled with reasonable speed and justice.

"We must have someone bird-dogging around the commission, checking up on progress or lack of progress," Chairman Ford said. "We simply want to know the status of every case. If it's moving slowly, let's find out why."

"Most of all, the commission should have material presented to it in an orderly way, ready for consideration and action. The full commission should considered—or when.

Zest for Detail • What the new chairman has in mind is not an efficiency expert of the big-business type but merely someone with zest for detail—someone methodical who will help keep traffic moving as fast as staff and budget will permit.

Chairman Ford hasn't any plans for a personnel housecleaning or a get-tough policy though these administrative philosophies have been attributed to him in the past week. "We're still shy one commissioner," he noted, but he had no comment on who might be considered—or when. The vacancy developed last week after the Doerfer resignation.

While the commission came out last week with a policy statement on strict enforcement of Sec. 317 of the Communications Act which requires identification of those who pay for broadcast mentions, Chairman Ford said he was not ready to discuss the problem in detail at this time. He merely suggested that the rule, if enforced, might deter stations from accepting free phonograph records (see FCC story, page 55).

Program Philosophy • As to the FCC's program authority, the new chairman has some specific ideas that are in conflict with those of his predecessor. In essence, he believes an applicant not only should submit evidence that he intends to serve the public interest but in addition must demonstrate he has so operated in the past and plans to continue such service in the future.

"Congress gave the commission most..."
Never before has any single airline come so close to fulfilling the ultimate promise of the “Jet Age.” Now a traveler can speed overseas to Europe by Air France 707 Intercontinental Jet and, without changing airlines, continue throughout Europe, Africa and the Middle East by swift Caravelle Jet. This is truly the finest, fastest, most convenient service of its kind—Jet to Jet service on Air France.

Exclusive “firsts” like Air France Jet to Jet service don’t just happen; they have to be planned. Early in 1957, Air France laid the groundwork for this unique service by becoming the first airline to test and operate Caravelles in Europe. Then, when the first Air France Boeing 707 Intercontinental Jet touched down at Orly Field, a fleet of pure jet Caravelles was ready to inaugurate Jet to Jet service!

It is just this quality of leadership in planning that has helped Air France become the world’s largest airline.
SCHAFER BROADCAST AUTOMATION SYSTEM 1200

Fully automated radio station operation is now a reality. The Schafer system provides maximum efficiency around the clock. The “1200” may be purchased, or leased for $300 per month.

In operation at NAB Convention, Apr. 3-6, Conrad Hilton, Chicago.
SCHAFER CARTRIDGE RECORDER 2000

Insert a cartridge and push the button to air a spot, a program, or any material of 40 seconds to 31 minutes duration. This simplified cartridge system permits one-hand operation. Lightweight and easily portable, unit may be plugged into any standard electric outlet. A positive locking device permits system motor to run only when cartridge is in position. Cartridge reuse ends forever the disadvantages and cost of acetate recording. The Model 2000 features full track heads, providing excellent fidelity and signal to noise ratio. Instantaneous start and silent solenoid operation help maintain good station sound. Each is a completely self-contained recorder, as well as playback, providing a microphone input and line input. You can buy or lease the “2000” for $12.50 per mo. See it in operation at the NAB Convention, April 3-6, Conrad Hilton, Chicago.
of the authority it needs with the exception of prior restraint," he said. "There's no dispute over the licensee's responsibility to program his station in the public interest, or the commission's duty to find that a grant would serve the public interest, convenience and necessity. The problem is how far the commission can go under its authority and at the same time safeguard the broadcaster's primary duty to program in the public interest."

Chairman Ford's regulatory philosophy took definite form in the spring of 1958 en route to the NAB convention. "I took along a stack of reference material," he recalled, "and studied it on the train all the way from Washington to Los Angeles. During the NAB's FCC roundtable program I first suggested stations submit a narrative with renewal applications, showing how they determined what their communities needed and how they had served these needs in the past and planned to serve them in the future. "The renewal form contains a provision for such narratives but it isn't generally used. I recalled that Leo Fitzpatrick, once of WJR Detroit, had said that good broadcasters integrated themselves and their stations into the community."

At the NAB's March 15-18, 1959, convention in Chicago Mr. Ford repeated his proposal and later amplified it in a speech before the West Virginia Broadcasters Assn. (BROADCASTING, Aug. 31, 1959) and last Feb. 11 in Philadelphia (BROADCASTING, Feb. 15).

Big Radio Problems • Chairman Ford is inclined to the belief that, aside from allocations, the commission's radio problems will be more troublesome than TV regulation. "The basic complaints against TV—quiz-rigging, bad taste and violence—are taken seriously by the industry," he said, noting that quiz-rigging has been disposed of and suggesting networks and stations will adjust to public reaction in the course of time.

Radio, however, offers more program-control problems, he explained, obviously thinking in terms of TV's impact on the older medium, intense local competition and program trends. "I had hoped our recent hearing into the commission's regulatory authority would provide more information on radio's role in the present broadcast scheme," he said. "For example, should radio have the same program standards as television?"

There are other problems—lots of other problems—that confront the FCC as normal regulatory issues run into quiz-rigging and payola scandals and as congressional heat becomes more intense.

Transfers, for example. Here Chair-
Shippers today often require a combination of transportation services to move goods rapidly with greatest efficiency and at lowest cost.

"One-package" transportation is a new concept that would allow any one carrier to provide a complete shipping service — including trains, planes, trucks, and vessels. Thus shippers could get just the transportation combination they need with a single call.

The public would also benefit — through better, swifter, more economical service.

Railroads want to offer their customers this "one-package" service. But they are not now permitted to do so. Their applications to engage in other forms of transportation, instead of being considered on the same basis as the applications of others, are generally subject to special conditions and artificial restrictions.

Shouldn't railroads be permitted — as their competitors are — to use the highways, airways and airports, and waterways which railroad taxes help build? This equality of treatment and opportunity would enable the railroads to provide shippers and the public alike with more efficient and complete transportation service at minimum cost.
man Ford feels there is need for more study. He pointed out that facts are explored in great detail during comparative hearings involving multiple applicants for a license. On the other hand, consideration of station transfers may be almost cursory by comparison.

"Should applicants be required to serve full three-year terms before they are permitted to transfer a facility?" he asked rhetorically. "And how about payoffs in cases where competing applicants have been reimbursed for out-of-pocket expense?"

No Panic • There's nothing panicly about Chairman Ford's approach to these problems. He believes nearly all broadcasters are anxious to observe commission rules and the Communications Act. "The future of broadcasting isn't in the balance," he said. "The commission isn't planning to set up in business as a supreme board of censors. Hearings by congressional committees, our own program review and the industry's self-examination point to development of a reasonable and well-defined policy giving the broadcaster the greatest freedom in programming. At the same time the commission will carry out its duty to protect the public with a minimum of interference to that freedom."

### HOUSE APES SENATE FREE RIDE

**Same bill proposed to give candidates gratis air time; NAB vigorously opposed**

A bill for free TV time for major presidential candidates was introduced in the House Thursday afternoon by Rep. Byron L. Johnson (D-Colo.). HR 11233 is identical to S 3171 introduced in the Senate the week before and cosponsored by 23 senators.

The Senate and House bills would require all TV networks and stations to provide an hour weekly to each of the presidential nominees of the two major parties for the last eight weeks of the election campaign—a package worth more than $3 million in prime evening time.

A call for "vigorous opposition to a statutory requirement of free time for political candidates" was issued last week by NAB TV Vice President Thad H. Brown to all TV members. He urged members to "take all steps to contact your senators and representatives."

Chairman Oren Harris (D-Ark.) of the House Commerce Committee had been noncommittal earlier Thursday on the chances of such a bill being heard by his committee. But Rep. Johnson, a member of the committee, said he will see Rep. Harris immediately to request a hearing on the legislation at an early date.

**Discussed Possibilities** • Rep. Harris said he had discussed with broadcasters, whom he didn't identify, the possibility of free TV time for presidential candidates of major parties, "by legislation or otherwise." But he said he hasn't studied the legislative proposal thoroughly and probably will talk later to Chairman Warren G. Magnuson (D-Wash.) of the Senate Commerce Committee about the proposal.

A Senate Commerce Committee spokesman for Republican members said there had been discussion of the proposal but no GOP policy has been reached and he suspected the minority party senators might take a "dim view" of the bill.

Only one Republican senator is among co-sponsors of the bill—Sen. Francis Case (R-S.D.).

Both Rep. Johnson and some senators who are sponsoring the bill say

### FCC's proposal: New $1 million Conelrad tab

Broadcasters are going to have to dip down into their own pockets to the tune of $1 million or more if an FCC proposal to which little attention has been paid is adopted.

The proposal, made last December, is to set tolerances for the Conelrad alert signal. This signal is required to be broadcast by all 5,000 odd radio and TV stations in the event of a war emergency.

On the specifications for the alert signal are set it will cost every broadcaster, it has been estimated, from $150 to $300 to install the new equipment to provide the alert signal within the tolerances required.

Some engineers have expressed the possibility that meeting a severe standard may even boost this cost to $500.

All radio and TV stations are required to broadcast to the populace an attention-calling signal on receipt of a Conelrad alert. The signal is a sequence of on-off carrier breaks, plus a 1,000-cycle tone plus the announcement of a specified message.

All of this must be done within a set time sequence which calls for "push button" automatic operation.

**Citizen Alert** • One of the purposes in establishing standards for this operation is to permit citizens' alert receivers to be triggered automatically. These alert receivers are used in homes and public places.

In order to keep the expense of these receivers low, the FCC decided to place the burden of the system on the broadcast transmitter.

Another reason for tightening standards is to try and reduce the time necessary for the alert cycle in the light of super-sonic planes and missiles.

**Comments Due April 11** • The original deadline for comments on this proposed rulemaking was Feb. 8. The commission last month postponed this deadline to April 11.

Thus far very few comments have been received, the FCC has stated.

So serious is this considered by the commission that Defense Commissioner Robert E. Lee on March 10 sent a letter to all state industry Conelrad advisory committee chairmen calling attention to the significance of the proposed rule-making.

The subject was discussed by the NAB board two weeks ago. The board approved an engineering department recommendation that it alert all members to this proposal and to aid in preparing a response.

Upon receipt of a Conelrad alert, all AM, FM and TV broadcast stations must go through the following procedure:

- Carrier off—5 seconds
- Carrier on—5 seconds
- Carrier off—5 seconds
- Carrier on with 1,000 cycle tone—15 seconds
- Delivery of fixed announcement to listeners.

The proposed tolerances permit ⅛ of a second variation for the carrier on-off cycle; one second for the tone signal; .5% for the 1,000 cycle tone, with 5% distortion at the oscillator and 75% modulation.

Broadcasters in this routine is mandatory under Sec. 3,932 of the FCC's rules and regulations.

Since early 1951 the routine of Conelrad alerts has been accomplished manually. Each step has been taken on an approximate time basis and with no set specifications for signal tolerances.

In recent years many stations have improvised an automatic "push-button" arrangement which has speeded up the cycle. No standardization, however, has been involved.
To provide on-the-Spot service for the impressive list of agencies and accounts in this growing advertising center, The Katz Agency, Inc., will open a Minneapolis office in March, 1960.

Address / 2305 First National Bank Building
Phone / FEderal 3-6201
Manager / Dave Abbey

NATIONAL ADVERTISING REPRESENTATIVES

NEW YORK • CHICAGO • DETROIT • ST. LOUIS

LOS ANGELES • SAN FRANCISCO • ATLANTA • DALLAS • MINNEAPOLIS
they were inspired to propose the free tv time measure by articles authored by former Democratic presidential candidate Adlai Stevenson in This Week Sunday newspaper supplement. But whereas Mr. Stevenson proposed that the time be in a "debate" format, with one party nominee following the other on the air, the bills make no such provision.

Johnson Explains • One reason the bills didn't follow the Stevenson proposal (which proposed 30 minutes consecutively on a weekly basis for each candidate, with 15 minutes each for rebuttal, totaling 1½ hours weekly) was explained by Rep. Johnson this way last week: "You can't legislate debate." Elaborating, he said that some candidates may not be able to think quickly or independently enough to make a good showing in a debate format. The inference was that a party which might have such a nominee would be committing suicide to stack him up against a more agile opponent.

Rep. Johnson said he decided to introduce the bill after a friend named Lincoln sent him the Stevenson articles and asked him to do something. He responded by introducing the Senate version in the House. Rep. Johnson said he considers five 15-minute evening speeches he made on a Denver radio station to be the most valuable investment he made during his own candidacy in the last election. He also used four 15-minute evening periods on a Denver tv station. Spot announcements, he said, are not long enough for a candidate to discuss the issues in a campaign.

NO GRAVY TRAIN RIDERS
Blockbooking re-negotiation hopes fade

U.S. District Judge Archie O. Dawson last week dashed cold water on the government's hopes of obtaining re-negotiation of contracts between tv stations and six distributors of feature films to tv.

This key issue in the anti-trust trial in New York, hinging on alleged blockbooking practices by distributors, was raised by Louis Nizer, a defense counsel, during cross-examination of E. K. Jett, vice president and general manager of WMAR-TV Baltimore and a former FCC commissioner. Mr. Nizer asked if Mr. Jett wanted re-negotiation.

Mr. Jett replied, "We are not asking for re-negotiation. But if, as a result of this trial, re-negotiation should be permitted, then we want to get on the gravy train."

Judge Dawson, who had indicated in pre-trial hearings that he was disinclined to grant re-negotiation, directed this comment to Mr. Jett: "All right. I guess you can go back to Baltimore now. Don't count too much on any gravy train."

The second week of the trial conformed to the pattern fashioned during the first week (Broadcasting, March 14). Station executives called by the government testified, in essence, that they acquired features they did not want in order to obtain those they did want. In cross-examination, defense counsel sought to elicit from certain witnesses whether they were "satisfied" or "dissatisfied" with the films they had bought after all the discussions, proposals and counter-proposals had ended. Some witnesses replied they were "satisfied," and others said they were "completely satisfied" or "fairly well satisfied."

Among the other witnesses who appeared during the week were David Stickle, film manager, WMAR-TV; Norman C. Kali, formerly executive vice president, WAAM-TV Baltimore (now WJZ-TV and now owned by Westinghouse Broadcasting Co.); James J. Kilian, operations manager, WJZ-TV Baltimore and WISN-TV Milwaukee; James E. Kovach, formerly of WBAL-TV Baltimore; Sidney Barbet, former consultant to WBAL-TV; Irvin Abeloff, vice president and managing director.

WXEX-TV Petersburg, Va.; John Downing, program manager, WBOC-TV Salisbury, Md.; Norman L. Bacon, film buyer, WHTN-TV Huntington, W. Va.

The government originally had planned to call more than 100 witnesses but, during the week, Justice Dept. attorneys indicated they would reduce that number to accelerate the trial.

• Government briefs
Oppose allocation • KONO-TV San Antonio, Tex., and Assn. of Maximum Service Telecasters joined forces to file comments with the FCC opposing the allocation of ch. 12 to Waco, Tex. Waco Broadcasting Co. (WACO) petitioned for the change. KONO-TV said that Waco receives three television stations and "it would cause chaos if the commissioners . . . were also to consider a plethora of interim proposals for small markets." There has been no indication that Waco could support a third vhf channel, the opposition maintained. Both parties said that Waco Broadcasting is proposing to squeeze in a co-channel facility at 25 miles less than the 190 co-channel separation minimum.

Contempt conviction • Frank Grumman, RCA radio operator and secretary-treasurer of American Communications Assn. Local 10, New York, was found guilty Wednesday of contempt of Congress by Federal Judge Joseph C. McGarraghy, Washington. He will be sentenced after a probation report is made. At a 1957 hearing of a subcommittee of the House Un-American Activities Committee, Mr. Grumman refused to answer a question about the truth or falsity of testimony of another witness who said Mr. Grumman was fellow member of a communist cell between 1936-40.

Ask dismissed • KPOI Honolulu asked the FCC to dismiss its order to show cause why its call letters should not be changed because of confusion with KPOA Honolulu. Dispositions taken from a number of witnesses, KPOI stated, show there is no confusion between station calls. The petitioner also said that KPOA has stated that it has no objection to a show cause dismissal.

Uh-Oh! The Nutty Squirrels Cartoon Package Coming!
These are the hands of a billiard champion. Hands that reflect the experience of the years ... the dedication of the mind ... the desire of the heart. These are the elements which produce that quality touch! You'll find them, too, in that which sets great television and radio stations apart from the rest!

Represented by

Edward Petra & Co., Inc.

The Original Station Representative

WFAA
TELEVISION  abc
RADIO  abc/nbc • DALLAS

Serving the greater DALLAS-FORT WORTH market

BROADCAST SERVICES OF THE DALLAS MORNING NEWS
RADIO-TV INQUIRY CONTINUES

Eight more statements accepted by FCC; Station ownership of BMI attacked again

Continued attacks against station ownership of Broadcast Music Inc. featured additional statements made a part of the hearing record last week in the FCC's continuing inquiry into radio and tv.

A brief session was held in Washington Wednesday (March 16) for the express purpose of accepting for the record eight statements, four of which were anti-BMI. The commission sat en banc for public testimony in the inquiry from Dec. 7, 1959 through Feb. 1. Chief Hearing Examiner James Cunningham presided at last week's session, during which no witnesses appeared in person.

The hearing will be continued in Los Angeles at a date still to be announced.

The American Society of Composers, Authors & Publishers submitted an additional brief last week in which it sought to document its earlier charges that payola is "rampant" in broadcasting. Making similar charges in original statements were songwriter Gloria Parker and Barney Young, music performance rights executive.

NBC Memorandum of Law • At the request of Commissioner Robert E. Lee, NBC submitted a brief comparing its position taken earlier with those of Whitney North Seymour, NAB counsel, and W. Theodore Pierson, communications attorney (BROADCASTING, Feb. 1). NBC pointed out that the three legal positions "are in most points substantially in accord, differing principally in emphasis and terminology."

The most significant differences developed, NBC stated, on whether the FCC's program authority in comparative hearings is broader than its authority in renewals and uncontested grants. NBC and Mr. Seymour took the position the commission may act only in comparative cases, while Mr. Pierson, the network said, was of the opinion the commission has no authority to consider programming balance in any case.

NBC and the NAB counsel also conceded more authority to the commission than did Mr. Pierson on the question of FCC consideration of past program proposals in renewals.

American Society of Composers, Authors & Publishers • ASCAP told the commission that "at least" 53% of the 277 most popular records of 1959 were released by companies formally charged with making payola payments or from disc jockeys who have admitted receiving unauthorized payments. The music licensing society based its charge on the public statements made by the Federal Trade Commission, the House Oversight Subcommittee and the FCC.

As a witness before FCC probers in January, Stanley Adams, ASCAP president was questioned closely on his charge that "payola is rampant" in the broadcast industry. Under questioning by FCC counsel Ashbrook Bryant, both Mr. Adams and ASCAP general counsel Herman Finkelstein admitted that the only evidence they had to support their payola charge was based on out of court pleadings, newspaper clippings and trade articles. Mr. Finkelstein was ordered to supply the commission with any other documentation available any other documentation available.

ASCAP said last week that the proposed "disclosure rule" and proposed payola rulemaking announced Feb. 5 by the FCC "would appear to sanction the practice of payola so long as there is a 'disclosure.'" All that appears in the proposed rule, ASCAP asserted, is that "disclosure could take the form of a routine statement that 'This performance is a paid advertisement!,' and would soon become meaningless to the public." Whether such a rule is a step forward or backward is a "serious question" ASCAP maintained.

The society also proposed that the FCC draft a regulation prohibiting broadcasters "from combining for the purpose of . . . control of an organization engaged primarily in licensing the public performance of copyrighted musical works." ASCAP has charged that the "collective policy" of BMI and stations has led to "payola becoming rampant as a big business operation."

Herbert Cheyette, Attorney for Sam Fox Group of Music Publishing Companies • The FCC "can and should" amend its rules to provide that no broadcast station can make a licensing agreement with a performing right society unless the society guarantees that money derived from stations be paid to copyright owners of the music on a "per use" basis.

Mr. Cheyette also recommended that the commission require "each and every radio and television station" to file notice of every use of music.

Prof. Elmer E. Smead, Dartmouth College • The implication of past court decisions is that the FCC can expect the courts to recognize a very broad discre-
An urgent message to parents about...

POLIO

Take a long hard look at this picture.

Though next summer's polio season may seem a long way off, remember it takes months to build up a child's resistance to polio.

If "shots" are started now, you may spare yourself needless worry later on. If your child has had no "shots," go to your physician or clinic as soon as possible.

Any time around three months of age, the first of these essential polio injections can be given. The second injection is given a month later—and the third one, about seven months after the second injection.

And if you have a youngster who has had all three "shots," ask his physician when a fourth, or booster dose, should be given.

This protection can be given alone or in a combined vaccine which protects against polio, whooping cough, tetanus and diphtheria.

What about your own polio protection? You, too, should be vaccinated. When polio does strike an adult, it is usually severe.

Vaccine is plentiful. And it's the only defense we have against paralytic polio.

Strike your blow against polio today!
FILM does the "impossible!"

ALWAYS shoot in color... Eastman Color Film... You'll be glad you did.
tion in the setting of program standards, Prof. Smead told the commission in a supplement to his formal statement last December. He listed several court cases as legal backing for his contention that the FCC should regulate programming (BROADCASTING, Dec. 21, 1959).

He urged the FCC to issue a statement of program standards. Such a procedure is common practice for regulatory agencies, the professor said, and pointed out the commission itself has used such a method in the past. A statement of policy would be more easily formulated and modified than if programming rules should be incorporated in commission rules, he said.

Dr. Wilbur Schramm, Stanford U. • A speech which Dr. Schramm, director of Stanford's Institute for Communications Research, delivered last spring before the American Assn. of University Women was made a part of the FCC hearing record. He said that of all the many studies of tv's influence on children, none have been able to show much effect.

He pointed out that "we must be cautious" in blaming television for juvenile delinquency and other ills of our nation. "Therefore, I suggest that you do not think in terms of what tv does to children, but rather what do children do with television?" Dr. Schramm said. "A child who is interested can inform himself extensively through television... A child who is maladjusted and tending toward criminality can pick up from television a suggestion as to how to commit a burglary."

Dr. Schramm hit back at those who maintain that broadcasters (1) are interested only in making money and (2) always program only for the largest possible audience. "I can testify from my own experience that there are hundreds of men and women in important positions in the media who are looking hungrily for encouragement when they push standards up a bit..."

New York City Mayor's Committee of Religious Leaders • The committee urged the FCC to give "serious attention" to the questions of program balance and content.

"We are aware that the excesses in program content, and the deficiencies in program standards have all come about in an industry that has been supposedly dedicated to the principle of self-regulation," the committee said. Therefore, it recommended, the FCC should encourage and supervise industry self-regulation "in some manner consistent with constitutional rights."

The committee, composed of 104 New York religious leaders, said that it was concerned because only four of the seven New York tv stations belong to the NAB Code. "Even some of these four, while members of the industry code association, have at times been guilty... of a disregard for public interest... while at the same time citing their code membership in answer to criticism leveled against them."

Barney Young, Music Performing Rights • In continuing the attack against BMI, Mr. Young charged that ownership of BMI by broadcasters is illegal and results in complete domination of music performance rights. He said that in the past 20 years, "broadcasters, BMI and NAB have not permitted the birth and existence of any new music performing rights organizations—not a single one." He said ASCAP "exists shirrily through the toleration of the broadcasting and BMI."

Songwriter Gloria Parker • "The broadcasting industry has imposed a rigged logging and lottery racket system of payment on thousands of helpless, starving American songwriters..." Miss Parker charged in her written statement. She claimed that the mass of small songwriters never get paid performance rights when their songs are played on radio-tv.

The witness recommended that stations be required to submit monthly reports to the FCC of all music compositions played and that such lists be made available to songwriters. Parker said, "There are quotas on song performances annually for being paid to the big guys."

Miss Parker wrote "no further chn...rotation leads to networks and is a...public interest..."

Miami ch. 7 for June scheduled for June

The Miami ch. 7 rehearsing has been scheduled to start June 16 in Philadelphia. It will determine whether there were any improper approaches to FCC commissioners in the hotly contested comparative hearing of four years ago. This was decided at a prehearing conference March 16 in Philadelphia by attorneys for the FCC, the four parties and special FCC Hearing Examiner Horace Stern.

The June date was chosen, it was explained, in order to remove any possible influence on the U.S. District Court jury which is scheduled to hear criminal conspiracy charges against former FCC Commissioner Richard A. Mack and Miami attorney Thurman A. Whiteside. Their second trial begins April 25. The first resulted in a hung jury.

Messrs. Mack and Whiteside are
charged with conspiring to influence the grant of Miami ch. 10 to National Airlines.

Charges that there were ex parte representations made to the FCC during the Miami ch. 7 hearing were made before the House Committee on Legislative Oversight in 1958.

Witness List • FCC Counsel Edgar W. Holtz announced that the following witnesses will be called in this order:
Ben Fuqua, Florida Power & Light Co. executive and friend of Mr. Mack; Niles Trammell, president-general manager and 15% owner of winning applicant Biscayne Television Corp. (WCKT [TV]) and former president of NBC; John S. Knight, publisher of the Miami Herald and 17.5% owner of WCKT; John D. Pennekamp, Miami Herald associate editor; Perrine Palmer, Miami businessman and friend of Mr. Mack; Jack Stein and Leo Adeeb, principals in South Florida Television Inc., one of the unsuccessful applicants; Miles Draper, Tampa attorney, and Richard Mead, principal in East Coast Television Inc., another unsuccessful applicant.

Possible alternative witnesses include the following:
Stephen Angland, former oversight subcommittee investigator; A. Roy "ohn, New York attorney and one-time "1 for the Senate ( McCarthy) com-
mittee investigating communists in govern-
ment; James M. Cox Jr., publisher of the Miami News and 25.5% owner of WCKT; Arthur W. Scharfeld, Wash-
ington attorney who was counsel for East Coast Television, and Bill O'Neill, Miami businessman who was ap-
proached to become a stockholder in South Florida Television. Mr. O'Neill is the brother of Thomas F. O'Neill, presi-
dent and chief owner of RKO General stations.

The fourth applicant in the Miami ch. 7 proceeding was Sunbeam Tele-
vision Corp., headed by Miami business-
man Sidney Ansin.

The Trammell-Knight-Cox group won the ch. 7 award in 1956. This was re-
affirmed in 1957 after the U.S. appeals court in Washington remanded the case for further consideration of Mr. Tram-
rell's relationship to NBC. Sunbeam appealed this second decision. This is still pending.

Antitrust case starts against film merger

The Justice Dept. opened its anti-
trust case against Columbia Pictures, Screen Gems and Universal Pictures in New York last week. They are charged with violating federal anti-merger law. Government attorneys asserted to the
court that the acquisition by Screen Gems of the exclusive rights to the Universal pre-1948 library in 1957 lessened competition, thereby abrogat-
ing Sec. 7 of the Clayton Act. SG is also the distributor of the pre-1948 features of its parent company, Colum-
bia Pictures.

The government called three expert witnesses from New York City stations on Tuesday and Wednesday (March 16) in a move to show that TV outlets regard feature films as programming material that is different and distinctive from other types such as network shows or syndicated films. Witnesses were: William N. Davidson, vice president and general manager, W RCA-TV; Ivan Reiner, program manager, WOR-TV and William C. Lacey, film manager, WCBS-TV. In cross-examination the defense attempted to demonstrate that feature films are not different from other types of programming and the categories actually are interchangeable.

The defense position is that the ac-
quision by Screen Gems does not lessen competition in the feature film distribution field. The first defense wit-
ness was Burton Hanft, vice president and treasurer of Screen Gems, who testified about general business policies.

Hurry-up efforts bring new FCC form revision

A new effort to cut the time required for processing standard broadcast applications was announced by the FCC last week. Engineering data showing potential interference will now be more detailed and will be submitted on a uniform basis.

Using the M-3 map portion of the application as a basis, engineers will pinpoint all stations studied for inter-
ference. In the past, engineers had only to show those stations which would re-
ceive interference from the new or changed facility.

A commission spokesman stated Thursday (March 17) that the new plan will help FCC engineers speed up their processing. Since all stations checked will be noted on the maps, commission engineers will not be forced to check for "near misses" by the applicants.

The revisions go into effect April 25, 1960. All applications tendered for filing after May 25 must contain the re-
quired engineering showing. Applications listed on the "cut-off" lists pub-
lished periodically by the commission, and any applications involving an en-
gineering conflict with those lists, must be amended by a date specified in the lists. All other applications awaiting processing must be amended by October 25. Specifically, the revision has been made to section V-A of FCC form 301.
Air Express gets road scraper back to work fast!

This giant dirt-moving scraper stands idle. A replacement was needed for a vital part. The local distributor found the item temporarily out of stock. But one phone call and AIR EXPRESS, the nation's most complete air-ground shipping service, sped a replacement direct from manufacturer to construction site. Once again, dependable, convenient AIR EXPRESS saves a modern business time and trouble. Small wonder that so many of today's sales-minded concerns use this low-cost service even for day-to-day shipments. Why don't you let AIR EXPRESS — jet-age wings of modern marketing — get your firm's products FIRST TO MARKET . . . FIRST TO SELL!

CALL AIR EXPRESS DIVISION OF RAILWAY EXPRESS AGENCY * GETS THERE FIRST VIA U. S. SCHEDULED AIRLINES
PROGRAMMING

WINTER VS. SUMMER VIEWING

Nielsen says weather, not programming, causes summer tv slump

Are summertime audiences smaller because of poor programming, or is summertime programming poor because the audiences are smaller?

Assuming for the sake of argument that summer programming is "poor," A.C. Nielsen Co. officials think the second question is more deserving of a "yes" answer than the first. This even though it's popular sport among television's critics to speculate that the summer viewing slump is directly traceable to programming.

Nielsen is releasing today (March 21) a special study that indicates it's the weather, not the programming, that reduces viewing in summer.

It also shows, among other things, that the much-maligned hot-weather institution, the summer re-run, fares better than that less criticized phenomenon, the summer replacement. But programs that stay on year-round, without replacements or repeats, fare best of all, the study finds. Here are the breakdowns reported by Nielsen:

- Programs using summer repeats: 36% fewer homes delivered in summer than in winter;
- Summer replacement programs: 41% fewer homes in summer than in winter;
- Programs presenting new material all year: 26% fewer homes in summer than winter.

Nielsen authorities cite several reasons for attributing the summer viewing slump to the weather rather than to programming. Two principal reasons shown by the study:

- The drop-off in audiences is worse before darkness falls. The logical assumption is that people are using summer's extra hours of daylight for swimming, tennis, backyard barbecues and other outdoor activities. In later evening hours the fall-off in viewing is smaller.
- In areas where the year-round climate is more temperate—notably the Pacific Coast and the South—the summer slump is less pronounced than in areas where summer follows rigorously cold winters. Apparently people accustomed to outdoor activities on a more or less year-round basis are less impelled to pursue them so disproportionately in summertime.

One-third Drop • In general, Nielsen found that at its lowest level the summer audience is approximately one-third below the maximum winter level. The summer low occurs in July-August. It is reached after a gradual swing down from the annual high, which occurs in January-February. In 1959, for all network programs between 7 and 11 p.m., the swing was from 64.4% of homes using television in January to 41.1% in July.

But the seasonal decline is twice as great for early-evening programs as for those in late evening. Between the hours of 7 and 8 p.m., for example, 1959 home tv usage ranged from a high of 62.8% in January to a low of 32.1% in July. Between 10 and 11 p.m., however, the extremes were 55.8% in February and 43.9% in July. Thus the summer slump in the 10-11 period was 21%, compared to 49% in the 8-9 time.

Thursday and Friday show the biggest summertime dropoffs, especially in the 7-8 p.m. periods. In this early-evening time, the slump ranges from Wednesday's 44% below the winter figures to Thursday's 52% below. In the 10-11 time, the range is from 18% off (Sunday, Monday, Wednesday) to 22% off (Friday).

There also are geographic differences indicated.

Geographic Differences • Examining viewing trends according to geographic region, the report summarizes its findings as follows:

"Early evenings: The potential audience during the summer is 26% higher in the South and Pacific areas than in the rest of the country. In these two areas tv usage drops 35% below winter viewing levels as compared to 45% elsewhere.

"Late evening: The potential audience offered during the summer is relatively uniform geographically. However, the seasonal decline is only 15% in the South and Pacific areas versus 25% elsewhere."

In both day parts—early and late evening—audience composition remains pretty much the same in both summer and winter. The report says: "Characteristics of home comprising the audi-

Viewing trend: early vs. late
(All evenings last year 7-8 and 10-11 p.m.)

How 7-8 p.m. fared by season
(Percent of total tv homes using tv)

New York time used in eastern and central time zones; local time in Pacific time zone.

BROADCASTING, March 21, 1960
ence (age of head of house, size of family, etc.) show little change from winter to summer. While there are fewer individuals viewing per set during the summer, the proportion of men, women, teens and children in this audience shows little change."

Share of Audience • While the number of summer viewers is less, the share of audience may be off only slightly—or even higher than in winter, the report indicated.

Nielsen looked at the performance of 56 programs which used re-runs during the summer. The re-runs had a 36.5% share of audience as compared to a 37.5% share recorded in January-February when the episodes were new. The summer decline amounted to only 3% in share of audience although the dropoff in viewers was 38%.

The study then turned to summer replacements—15 programs substituted by their sponsors for the summer only. The original shows had averaged a 37.1% share of audience in January-February; the summer replacements dropped to an average of 32% in July-August. This was a 14% drop in share, compared to a 40% drop in number of viewers.

The best summertime performance in Nielsen's studies was turned in by programs that continued to present new material during the hot weather—11 programs that were neither replaced nor repeated. These shows had a 32.4% share in January-February, but in July-August they commanded a 35.2% share—a gain of 9% even though they were seen by 27% fewer people.

The study also shows that advertisers can pick up new viewers in the summertime. One sponsor, for instance, replaced two shows and ran repeats on a third: During the winter he reached 75.8% of all tv homes and in the summer he reached 65%—but 17% of his summer viewers were being exposed to his programs (and commercial messages) for the first time. Another advertiser, using nothing but re-runs during the summer, had a monthly audience that was 11% lower than in winter and viewed 24% fewer episodes, but included 25% new homes, according to the Nielsen data.

### Toreador's tv antics rile humane society

All the action in Metropolitan Broadcasting Corp.'s presentation last Monday (March 14) of "Bullfight" on WNEW-TV New York and WTTG (TV) Washington was not on the tv screens. Pros and cons locked horns over the issue, but the show went on as scheduled. Several tv critics in New York newspapers gave it some of their highest accolades of the tv season. The post-telecast letter reaction at WNEW: 124 for, 39 against. At WTG the letter count was 9 favorable, 15 opposed.

In advance of the telecast, WNEW-TV screened the controversial tape of the Mexico City bullfights for the public relations director of the American Society for the Prevention of Cruelty to Animals in New York. After this preview ASPCA registered its disapproval by sending letters of protest to the station; to the Mennen Co., which sponsored a half-hour of the show on WNEW-TV, and to Grey Adv. Agency Inc., Mennen's agency. An ASPCA spokesman said Thursday (March 17) that the station told the organization that it was committed to show the program and that it would be shown regardless of the number of protests. "Bullfight" was not sponsored in Washington.

Cites NAB Code • Newscasts on the Herald-Tribune Radio Network (WVIP Mt. Kisco, WVOX New Rochelle, WGHQ Saugerties and WYFI Mineola, all New York) aired a deeper protest from the president of the Westchester County Society for the Prevention of Cruelty to Animals. Mrs. John V. Schoepferle quoted paragraphs S & Y of the program material acceptability section of the NAB tv code, which she said were violated. Section S stipulates the elimination of visual or oral effects which would shock or alarm the viewer. Section Y holds that the use of animals on tv "shall be in conformity with the accepted standards of humane treat-
UA PLANS STATION OWNERSHIP

Move closely follows purchase of Ziv TV

United Artists Corp. last week announced it was ready to move into station ownership. The announcement came only a week after it established itself in big-time TV film distribution by acquiring Ziv Television Programs Inc. (BROADCASTING, March 14).

UA's president Arthur B. Krim announced the formation of a special division that he said would acquire TV and radio stations "in whole or in part" in this country and abroad. Bruce Eells, who has resigned from UA's TV subsidiary, before the Ziv takeover, was named "director of broadcast station acquisitions."

Interviewed last week, Mr. Eells said UA has placed no budgetary limitations on proposed ownerships except that "stations must have economic feasibility" and be in the best interests of the company.

Mr. Eells said UA considered broadcast stations an integral part of the entertainment business and part of expansion. UA's corporate strength in the TV field has been building up for some time. An affiliate—United Artists Associated—distributes pre-1949 Warner Bros. library and other theatrical features and cartoons to TV. UA, formerly Associated Artists Productions, was acquired by a stock transaction. The firm also set up a TV film series financing and distributing arm—United Artists Television—that now has been integrated into the Ziv-United Artists television operation, UA's latest acquisition.

Keyed to Profit • UA's move into the station field, according to Mr. Eells, will not be limited to major markets nor to large stations. Full or partial ownership deals will be keyed instead to the economics and profit potential, he explained.

In the past two years, Mr. Eells, on behalf of UA, has been "watching station trends and making cursory studies, holding discussions and seeking advice from prominent people in the broadcast field."

Mr. Eells was instrumental as executive vice president of United Artists Television in launching in one year two shows on the networks (The Troubleshooters on ABC-TV and The Dennis O'Keefe Show on CBS-TV) while placing a third, Tales of the Vikings, in syndication. Now that the TV film operation is in "good hands," (Ziv's) Mr. Eells is free to devote full time to other expansion activities.

UA's revenues last year were placed at some $60 millions, the parent firm running a record company as well as financing and distributing motion pictures made by independent producers. Mr. Eells, whose background includes sales manager, KFI Los Angeles, and business manager of Young & Rubicam's Hollywood radio department, has been active in the TV film field. A former Ziv TV executive, Mr. Eells served as vice president and director of Television Programs of America before joining UA.

His headquarters will be set up at UA's offices at Samuel Goldwyn Studios in Hollywood.

Even as UA formed its new division, it was recalled that UA's Norman Katz, director of foreign operations, and Ira D. Beck, supervisor for UA TV's activities in Latin America, have been on a five-week tour of all Latin American territories. In addition to offering UA and UAA product (deal whereby Spanish language dubbing operations would be set up) the two men have been exploring possibilities of UA joining with "local interests" in acquiring Latin American TV stations.

WBC's TV science show

"In the hope of inspiring gifted students to pursue careers in science," and as "a dynamic visual aid for teachers," Westinghouse Broadcasting Co. is launching a public service and educational series of 10 half hour programs under the title Lab 30. To produce the series, which will be made available for national distribution to commercial and educational stations across the country, WBC utilized personnel and facilities of Westinghouse Research Labs in Pittsburgh.

Emphasis in the series is on science in depth, ways of thinking, patterns of knowledge and relationships rather than on superficial treatment of scientific subject matter, according to WBC. Demonstrations, with host Hugh Downs conversing with distinguished research scientists, will cover many advanced scientific concepts. Lab 30 is produced and directed by Ben Park, former director of NBC Public Affairs.
**Film sales**

**Home Run Derby** (Ziv-United Artists TV)


Background: Starts on stations in mid-April to coincide with opening of the baseball season. The series stars 20 major league home-run hitters in a man-to-man slugger competition for cash awards.

Now in 49 markets.

**Manhunt** (Screen Gems)

Sold to Jacob Schmidt Div. of Pfeiffer Brewing for Cedar Rapids and Sioux City, Iowa; Fargo and Bismarck, N.D. Jax Beer added Dallas to its roster of 20 southern markets.

Now in 159 markets.

**Mickey Spillane's Mike Hammer** (MCA-TV)


Now in approximately 200 U.S. and Canadian markets.

**Play of the Week** (NTA)

Sold to WPST-TV Miami; KREM-TV Spokane; KING-TV Seattle; KGW-TV Portland, Ore.; KPRC-TV Houston; KFJZ-TV Dallas-Ft. Worth; KBOI-TV Boise, Idaho, and WSM-TV Nashville.

Now in 24 markets.

**Sea Hunt** (Ziv-United Artists Ty)

Renewed by advertisers in 13 markets, as renewals run ahead of last year's record 93% renewal rate.

Now in 157 markets.

**The Jazz Singer** and **The Adventures of Mark Twain** (UAA)

Sold as individual "local spectaculairs." One or both feature films sold to WTVJ (TV) Miami; WJZ-TV Baltimore; KTVU (TV) Oakland; KONO-TV San Antonio; KRSB-TV Rapid City, S.D., and WMBD-TV Peoria, Ill.
Announcing the birth of a new church . . .

Three streams of Lutheranism, representing 2,250,000 members in 5,000 congregations, will merge this Spring to form THE AMERICAN LUTHERAN CHURCH, one of the nation's 10 largest Protestant bodies.

Through the union, American Lutheran Church, The Evangelical Lutheran Church and United Evangelical Church now move forward under a single banner—hearts and hands united—to advance the cause of Christ and His Kingdom.

As this new church is formed, we pay tribute to you in the public news media field for your recognition of the ever-increasing interest in religious news and call your attention to the constituting convention of THE AMERICAN LUTHERAN CHURCH at Minneapolis, Minnesota, April 22-24, 1960.

- Program notes

To the rescue • Association Films Inc., N.Y., offers on free loan to community organizations, high schools, colleges and tv stations a dramatic film entitled “50,000 Lives,” which demonstrates mouth-to-mouth rescue breathing techniques. The 13½-minute color and sound film shows why this life-saving method is superior to previously used manual methods. The film, which was under-written by Johnson & Johnson Inc., may be obtained from AF’s distribution centers in Ridgefield, N.J.; LaGrange, Ill.; San Francisco, and Dallas.

In production • ABC Films, N.Y., reports production started March 9 at Paramount’s Hollywood studios on the new Albert J. Cohen production of The Racer, starring Brian Kelly and John Ashley. The pilot film is entitled “The Racer and the Lady.” The series concerns a professional racer in dramatic situations against backgrounds of famous auto racing sites.

Pigskin plans • KMPC Los Angeles has reached an agreement for broadcasting UCLA football and basketball games for the next three years, starting with the UCLA-Pittsburgh football game, Sept. 17. KMPC will feed the games to a network of about a dozen other Southern California radio stations.

Time switches • ABC-TV announces the following changes in schedule: Broken Arrow, currently on Sundays, 4:30-5 p.m. EST, to 7-7:30 p.m. period same day, beginning April 3; Colt .45, now in the Sunday 7-7:30 slot, moves to Tuesdays, 9:30-10 p.m., starting April 5. No network service will be offered in Broken Arrow’s current spot.

Studio additions • At a cost of $50,000, Cue Recordings Inc., N.Y., has opened a new three-room recording unit to supplement existing facilities. Located at 117 W. 46th St., the additional space includes a studio-control room, editing room and a mixing-mastering room. New equipment includes a cinema dip filter to remove annoying sounds from original recordings. Ampex tape duplicators, a 16mm sync interloc projection and EMT echo chamber.

McKinley coverage • Films showing the presidential campaign of 65 years ago is now available for tv. The film, running 10 minutes, shows President McKinley’s activities as candidate in the original motion picture footage. The film is available from Stone Film Library, 310 W. 73 St., New York.

Med program • WRGB (TV) Albany, N.Y., and the Albany Medical College combined forces today (March 21) in a radio-tv broadcast on the subject of
"Complications of Duodenal Ulcers." The program was viewed by the general public but no attempt was made to explain medical terminology. Divided into two 30-minute broadcasts, the program was seen on WRGB (TV) on the first half but will not be telecast for the second—WAMC (FM) taking over. The second half will consist of a two way discussion between instructors at the WAMC studios and a selected group of physicians at hospitals throughout the area.

New NTA package • National Tele- film Assoc., N.Y., is placing into immediate distribution six feature films which comprise a package known as the "Special Six." The package contains:"Tom Sawyer," "Little Women," "The Prisoner of Zenda," "Bambi," "Gulliver's Travels" and "Hoppity Goes to Town."

Mutual debaters • A series of 15-minute Sunday debates between authors—editor William Buckley and MBS commentator George Hamilton Combs were scheduled to begin yesterday over the network (Sun., 5:45-6 p.m.). Titled Let's Take Sides, the program will have Messrs. Buckley and Combs expressing opposing viewpoints on major controversial and provocative issues.

Changes stable • Desilu Productions' The Texan, now in its second season on CBS-TV (Mon. 8-8:30 p.m. EST), will move next October to ABC-TV's daytime schedule. Rory Calhoun stars in the western series.

NBC film subsidiary pushes national sales

California National Productions has a renewal of Lawless Years for another season on NBC-TV (Thursday, 10:30-11 p.m.). A 65-market lineup has been sold to a regional advertiser for a new aviation series.

The report of CNP activity on the national scene came as NBC's film subsidiary announced a reorganization last week which will result in a greater stress on national sales. It's been apparent that most TV film companies now find it mandatory to emphasize the national sale as opposed to market-by-market selling.

CNP soon will begin to produce 26 additional episodes of Lawless while the new aviation series (no details release because of pending contractual matters) also is slated for production in a few weeks for an early fall start. Also in the works: an untitled series of half-hour adventure dramas; a library of children's five-minute stories using the stop-motion technique: a half-hour humorous animated cartoon series in full color, and a filmed program of personality interviews (a Person to Person type series, but different since celebrities will not be used).

The sales rearrangement includes appointment of Jacques Liebenguth (formerly heading up Victory Program Sales, rerun arm of CNP) to direct the company's syndication sales campaigns. Daniel M. Curtis will continue as national program sales manager of NBC Television Films division of CNP (first-run product). Mr. Curtis' activities on the national level are being more closely integrated with those of regional managers of CNP's three U.S. territories (eastern, central and western).

Desilu firm intact

Divorce of Lucille Ball and Desi Arnaz, which will not be contested by Mr. Arnaz, will have no immediate effect on the operation of Desilu Production. Each owns 25% of the TV film producing organization and neither intends to sell. Mr. Arnaz will continue as president and operating head of company. Couple was married Nov. 30, 1940.

BROADCASTING, March 21, 1960
Squalls and a threat of perilous storms darkened the television-radio labor scene last week.

One strike was called for Saturday (March 19) by the Writers Guild of America against network TV film subsidiaries. And another was considered a strong possibility for the end of this month. These two, unless the first is settled and the second averted, would leave the networks without union writers—staff or freelance—for both live and film programs and for news scripts and continuity.

Beyond these current disputes, involving the networks and WGA, lie a series of potential strikes which, in the opinion of observers, conceivably could engulf network broadcasting. These relate to forthcoming negotiations with the Screen Actors Guild and the Directors Guild of America. Both are expected to base their demands on the pattern set in the WGA negotiations.

Wholesale Strikes? • If all of these negotiations fall short of agreement, the networks could find themselves struck by writers, actors and directors before the end of the year. Whether it will actually come to that is a question to which participants would not venture a firm answer.

In the background, meanwhile, are the SAG and WGA strikes against the Assn. of Motion Picture Producers in support of union demands that actors and writers be cut in on the proceeds when theatrical films are released to television.

However, the end of the SAG strike against the motion picture producers could come at any time.

That was the prevailing opinion in Hollywood last week (March 17) when a 3-hour bargaining session between SAG and AMPP concluded with the joint statement: "After today's intermediated meeting we are hopeful of making progress. We are meeting by ourselves and we are meeting together again at 2 p.m. tomorrow."

Details of the meeting's discussions were not immediately available. They presumably dealt chiefly with the topics discussed the previous Friday, when the two parties held their first bargaining session, since the start of the strike on March 7. These were: A proposal for the producers to contribute a sum equal to 5% of an actor's salary into a SAG welfare and pension fund; a "past service credit" payment of an undetermined amount by the producers in a pension fund and a formula for payment for the right to release to television after Jan. 1, 1960.

There was no discussion of any payment formula for the sale to TV of theatrical movies made from Aug. 1, 1948. The producers have steadfastly refused to yield on this. They say the actors have already been paid for their work. However, a lump sum payment into a pension fund is believed to be acceptable to SAG, which has already announced a plan to put such TV revenue into a pension fund instead of dividing it among the individual actors working in the particular pictures that are sold to TV.

Other Battlegrounds • If the strike against the major movie studios comes to an early end, SAG can then turn its full attention to negotiations to film makers for television. The SAG contracts with the TV film companies were to have terminated March 31. But because of the guild's pre-occupation with its motion picture problems they were extended for a period not to exceed 60 days, or May 30 at the latest.

The actors' and writers' disputes with the major motion picture producers do not affect the networks. But the networks became directly involved last Tuesday (March 15) when WGA ordered its members who write freelance scripts for film television to strike the three TV networks and their film subsidiaries.

The WGA walkout follows the networks' refusal to accede to the writers' demands for payment for foreign use of TV films as well as for increased domestic residuals. Currently, writers (and actors) get extra payments for five re-runs, none after that. The same issues also led to the Jan. 16 WGA strike against the Alliance of Television Film Producers.

Another issue in the strike against ATFP, not present with the networks, is pay TV. The networks and the writers guild agreed to continuing in a new arrangement the same pay TV arrangement that the previous agreement included, that when and if the networks begin producing films to be used exclusively on pay TV, they would sit down with WGA to discuss the matter of compensation to writers.

Independent Producers • Meanwhile, WGA has begun negotiations with a group of some 50 independent television film producers not affiliated with ATFP. These talks had been postponed while WGA was occupied with discussions with the alliance, the major motion picture producers and the TV networks and the termination of the writers' contracts with the independents was similarly extended. The new deadline is March 26. No reports of progress have come from these negotiations, but meetings are continuing.

In announcing the strike against the filmed program operation of the TV networks, Kay Lenard, president of WGA's tv-radio branch, said that it is effective on both coasts. She noted that the writers' contract with the networks, which was to have expired Dec. 31, 1959, had been extended after the guild had struck ATFP. It was only after continued negotiation failed to resolve the foreign fee impass that the guild councils decided to use the authority previously given them by a vote of the members and extend the strike to the networks.

Network programs for which writers' services will not be available were listed by WGA as: Bonanza on NBC-TV; Gunsmoke, Perry Mason, Have Gun Will Travel, Rawhide, Hotel de Parle, 20th Century and Conquest all on CBS-TV. The networks report that none of these shows will be affected for the balance of the current season, as all have completed scripts on hand for this spring's remaining broadcasts.
Like SAG, WGA is also on strike against the major motion picture companies, with the demand for a share in the proceeds from the sale of theatrical pictures to television, the issue over which negotiation broke down. Unlike SAG, WGA has extended its strike to include the tv film activities of these movie studios. SAG struck only the theatrical films, leaving its members free to work on tv films made by these studios.

Current Talks • The WGA walkout which was to become effective last Saturday did not affect staff news and continuity writers or freelancers working under the union’s radio or live television contracts. These, however, are involved in another negotiation with the networks; the current contracts covering them expire March 31. Curiously enough, these contracts for live tv programs do include payment to writers for foreign use. If a network desires to rebroadcast a live program, by kinescope or tape recording, the WGA contract calls for negotiation of terms for such additional use with the individual writer, stipulating that the minimum payment shall be $1 for each country in which such rebroadcasting is contemplated.

Similar arrangements for foreign re-broadcast of live programs are also included in the networks’ contracts with musicians (AFM) and actors (AFTRA).

There has been speculation that the guild may, as a strategic move, delay settlement of these negotiations until the foreign and domestic re-use questions have been resolved in the WGA-networks film dispute. Such a move could itself lead to an extension of the current strike to include the radio and live tv writers.

Even if the speculation is wrong and the union does not delay settlement, the live-contract negotiations are said to raise difficult problems of their own—perhaps sufficiently difficult to make agreement impossible before the current contracts expire in less than two weeks.

Networks Getting Ready • In any event the ABC, CBS and NBC television and radio networks appear to be getting set for a strike in case one comes. (Mutual, which does not employ staff or freelance writers, is not affected.)

The issues in these discussions are reported to include money, pensions, re-use of tape programs and residuals on both domestic and foreign stations. WGA has been reported as seeking among other things a 15% increase in staff wages, a 50% increase in freelance program fees and a provision for 4% of the absolute gross foreign receipts for tapes and kines used abroad (Broadcasting, Feb. 29).
**Buckeye Corp. plans merger with King Bros.**

The Buckeye Corp., Springfield, Mo., which last year acquired several TV production and distributing companies, has offered through the Securities & Exchange Commission to exchange 296,236 shares of its common stock for 888,708 shares of the capital stock of King Productions Inc. at the exchange rate of 1 to 3. Buckeye is listed on the American Stock Exchange. The offer expires at 3 p.m. EDT on June 15.

Buckeye Corp. manufactures poultry-raising equipment and incubators, testing and camping equipment and other products. It began its expansion and diversification into TV last year with the acquisition of Flamingo Telefilms Inc., a feature film and cartoon distributing company: Pyramid Productions, which produces TV series (Decoy, Deadline) and Transfilm-Caravel Inc. which produces TV commercials, governmental and industrial films.

For the year ended April 30, 1959, Buckeye showed an income of $11,877,401, a net income of $168,188 or 27 cents per share of common stock.

King Productions has for many years been a producer of extremely-low-budget motion pictures. According to the prospectus it recently announced plans to make film series for TV. It is managed by the King Brothers, Frank, Maurice and Herman. The statement says the brothers have entered into a 3-year contract with King Productions “providing, among other things, for fixed compensation of $333 a week each.” In the past fiscal year King Productions showed gross earnings of $757,147 and a profit of $75,384. It spent $2,467 on TV film production.

---

**Tv newsman tells of Cuban arrests**

A TV news director, Roger Sharp of KOTV (TV) Tulsa, Okla., came home from Cuba last week a little frightened but a lot wiser in the ways of Castro’s government. He was arrested four times, detained for several hours, and generally harassed before he was finally allowed to leave the country.

Mr. Sharp, Ralph Sanders, a KOTV cameraman, and John Taylor of Stillwater, Okla., visited Cuba to cover the situation following the recent ship explosion in Havana. Their purpose was to bring back information and film footage of interest to their Tulsa audience.

While taking pictures of a building in Havana, Mr. Sharp, accompanied by Mr. Taylor, was arrested and detained by police. After being held for several hours, they were released only to have their hotel rooms searched and film and cameras confiscated. After their film was processed, the police returned their belongings to them. They were not ordered to leave the country.

The following day, Mr. Sharp was taking pictures of Cuban shoe-shine boys and was again arrested only to be released shortly thereafter. However, the persistent Mr. Sharp returned to the scene of the “crime” to shoot some more pictures of the Latin shoe-shiners. Again he was arrested and released. At this point, after four brushes with police, the trio left Cuba for Florida.

Newsmen Sharp returned from Cuba with enough material and film to air three special programs on KOTV. He has said that his detention would not have been so prolonged except the Cuban officials needed time to process his film. He also noted that after the first arrest and the room search, he was treated well by Cuban police.

KOTV, a Corinthian station, plans another half-hour wrap-up of the trip.

---

**Before the arrests** • Roger Sharp (c), KOTV Tulsa newsman, examines wrecked munitions ship in Havana harbor prior to being arrested four times by Cuban police. Accompanied by John Taylor (l) and a Cuban official (r), the newsman was allowed to view the hulk without complications.
Television replaces Army observer posts

No more observation posts for the U.S. Army. It's using a missile-riding tv station to show a commander just where a missile strikes and what damage is done.

The trick was accomplished last week at White Sands Missile Range in New Mexico when NATO troops fired a Redstone missile down the range with the impact and consequent damage televised back to a ground control center 75 miles away.

The (censored) pound, miniscule tv station, housed in a capsule, is ejected at a predetermined point on the missile's downward trajectory and floats earthward by parachute scanning the scene below and transmitting the tv signals via a (censored) watt transmitter on (censored) mc. The equipment was developed by RCA.

During the test last week the information from the missile-tv station was not only seen on a tv screen at the control center but it was also recorded on video tape for future study.

Further details of the tv transmitter and associated gear were not made public because of security classifications.

The firing was by Battery A of the 40th Field Artillery, which returned from Europe for this exercise.

GE shows its new supersensitive tube

General Electric Co. last Tuesday (March 15) in Los Angeles demonstrated its new supersensitive image orthicon tv camera tube—GL 7629—which operates under low light conditions that would leave the usual camera tube without a usable picture. With a live model, GE demonstrated the ability of its new tube to produce an acceptable picture. with good contrast and detail. Using only one footcandle of illumination. A second camera, equipped with another GE image orthicon, S820, was able under the same condition to put an image on the monitor, but there seemed to be a heavy fog between the viewer and the model. When the cameras were turned on the audience, in almost total darkness, the standard tube produced only hazy shapes, while the GL 7629 pictured recognizable individuals on the monitor screen.

Secret of the new tube is an extremely thin film of magnesium oxide, two millionths of an inch thick or about 1/1500th the thickness of a human hair, a GE engineer explained. The tube has an exceptionally long life, he said, adding that no one knows just how long, as one tube has been used for 11,000 hours in the GE labs without showing any signs of degradation. Price of the GL 7629 is $2,525, against $1,200 for the S820.

Demonstrations are scheduled in 25 other major cities across the nation. The Los Angeles showing was held at KTTV (TV).

Technical topics

Set movements • Admiral Corp. reports it moved its tv receivers, from distributors to dealers, in the first two months of 1960 at a rate of 37% higher than for the same period last year. Ross D. Siragusa Jr., vice president of Admiral Sales Corp.'s electronics division, claimed this exceeded an industry increase of only 13%. He attributed better movement to public demand for wide-angle, 23-inch tv sets, which now account for 66% of Admiral's large-screen sales.

Sales up • Allied Radio Corp., Chicago, has reported sales of $10,180,918 for the quarter ending Jan. 31. This is a 16.6% increase over the previous year. Net earnings for the quarter reached $390,639 or 38 cents per share compared with $348,161 or 34 cents per share for the comparable quarter last year. Six months' sales were $17,448,535 as against $14,667,902 last year with net earnings $592,805 (58 cents per share) compared with $536,787 (53 cents per share).

New transmitter • Bauer Electronics Corp., Burlingame, Calif., announces a new 5 kw am transmitter, model FB 5,000-J. Using a ceramic tetrode (Elmac 4CX-5000 A) in its final stage, plate dissipation is twice that found in conventional design and power requirements have been reduced to a new low for 5 kw transmitters, the manufacturer reports. Silicon rectifiers and built in remote control are standard equipment. Price: $14,000 FOB Burlingame. Bauer has appointed Forrest J. Beard Adv., Redwood City, Calif., to handle its advertising.

Magnavox acquires Collaro • Magnavox Co., Fort Wayne, Ind., has purchased control of Collaro Co. of Great Britain from Great Universal Stores Ltd. there, operator of 3,000 retail stores throughout Britain, Canada, Africa and other Commonwealth coun-
tries. Magnavox is forming Magnavox Electronics Ltd. as a British subsidiary for the development and sale of tv and radio-phonographs in Britain and other world markets. Major distributor for products will be Great Universal.

RCA ships gear • RCA has shipped tv tape recorders to WHDH-TV Boston, WTMJ-TV Milwaukee, KOB-TV Albuquerque, WTOP-TV Washington, KTUL-TV Tulsa and WEDU (TV) St. Petersburg, Fla., and 6-kw transmitter to WMCT (TV) Memphis.

Seven channel recorder • Teletron Industries Corp., announces the development of a new seven-channel portable magnetic tape recorder which operates for 4 hours using 4,800 ft. of ¼ inch tape. The model, 1855R, requires 260 watts at 117v 60 cycle, single phase AC. Further information may be obtained from Teletron, Long Island City, N.Y.

Antennas out • Jampro Antenna Co., Sacramento, Calif., has shipped a four-bay fm antenna to KHIQ (FM), that city, and an eight-bay fm antenna to KUPD (FM) Tempe, Ariz.

Minimum drift • Trad Electronics Corp., Asbury Park, N.J., offers a signal generator in which frequency drift, after warm-up, is less than .001% over a 10-minute period and in which incidental fm is less than 300 cycles at any rf and modulation frequency. The set weighs approximately 50 pounds with dimensions of 11 x 11 x 22 inches. For further information, write Trad Electronics.

INTERNATIONAL

NINE TRY FOR COVETED TORONTO V
Newspaper, radio, British interests among applicants

Nine applicants for ch. 9, Toronto appeared before the Board of Broadcast Governors at Toronto March 15-19. A half day was devoted to each for presentation of briefs and questioning by the board. Starting March 21 each applicant will be given an opportunity to present its objections to the other applications.

The Toronto Daily Star was represented by editor Beland Honderich. He said television should be compared to a public utility. The paper's directors plan a separate company for the tv station to operate in competition with the newspaper.

The company's profits would be limited to 7% with excess profits going to a charitable foundation for talent development. After amortization of $4 million capital investment in fifteen years the maximum annual profit on the continuing investment would be limited to $35,000.

The station would provide three hours weekly for educational programs and 10 hours for public service and community programs on Sunday afternoons and in prime evening time. Some American programs would be carried for competition with Buffalo stations. Profits ploughed into talent development would eventually allow all Canadian programming in evening hours. E.E. Fitzgibbons, TransCanada Telemeter and part owner of CKCO-TV Kitchener, Ont., CFCM-TV and CKM1-TV Quebec City, appeared as management consultant.

Big Group • Spence W. Caldwell, the second applicant, heads a group representing 95 prominent Torontonians from all walks of life. The group has $4.5 million available for financing a station. Mr. Caldwell presented leading personalities in Canadian broadcasting as his associates and advisers. He dealt in detail with entertainment and educational programming for the proposed station.

Mr. Caldwell reported an arrangement for sharing tower facilities with CBLT (TV) Toronto and plans to erect a five story administration and six story studio building alongside. If granted, the station would be on the air in October. He and an associate, Gordon Keeble of S.W. Caldwell Ltd., demonstrated with slides their facilities developed in recent years for film program production.

On Wednesday (March 16) BBG heard Upper Canada Broadcasting Ltd. which is associated with British Granada Television, and Consolidated Frybrook Industries in which Jack Kent Cooke, owner of CKEX Toronto, is principal shareholder. Baton Aldred Rodgers Broadcasting Ltd., associated with the Evening Toronto Telegram, and McLean Hunter Publishing Co. Ltd. with British Associated Television, were heard Thursday. On Friday the board heard Toronto financier Henry Borden associated with the Southam newspaper chain, and Toronto lawyer J.S.D. Tory, associated with the Toronto Morning Globe and Mail and British J. Arthur Rank Film Organization. CFRB Toronto presented its brief Saturday morning.

On March 14 the BBG heard requests for power increases of CFCL-TV Timmins, and CHCH-TV Hamilton, both Ontario. CHCH-TV wants the maximum ch. 11 power of 325 kw video. The application was opposed by all nine Toronto tv station applicants on
grounds this would actually make CHCH-TV a Toronto station. Hamilton is forty miles west of Toronto. The station asked for maximum power to better service its own area, difficult because of topography and ch. 7 interference in Hamilton on some receivers from WKBW-TV Buffalo, N.Y. The application was also opposed by CKWS-TV Kingston, Ont. 

CKLW-TV Windsor, Ont., and CKWS-TV Kingston were singled out of 14 privately owned television and 23 radio stations whose licenses are up for renewal. Formerly all licenses were automatically renewed but last year the BBG announced it would call stations to justify license renewal. CKWS-TV was told its local live programming was too low.

CKLW-TV’s Problems • Cameron Ritchie, manager, CKLW-AM-TV, was told by BBG Chairman Dr. Andrew Stewart not to be surprised if the station’s license is only renewed for one year instead of five. Mr. Ritchie was questioned for more than 30 minutes on the scarcity of local live programs. Mr. Ritchie stated it would be most difficult to program 55% Canadian content by 1962 as BBG required due to CKLW’s geographical location which prevents the station from carrying many CBC shows also carried on Detroit stations. BBG members emphasized that CKLW-TV is a Canadian station, and must program accordingly by cutting down on American films, bond drives and military service recruiting programs.

Electronic Industries Assn. of Canada asked the board to recommend to the Dept. of Transport that Canadian television stations be permitted to telecast color programs.

Emphasizing programming, Upper Canada Broadcasting Ltd. introduced top ranking Canadian talent and production personalities associated with it to the BBG. Stuart Griffiths, formerly television production executive of CBC and for the past two years program controller of Granada Television, London, England, will be president of the station. Granada has 25% stock in the company and will buy a minimum $4,000 a year in programs from Upper Canada Broadcasting and will have a production staff exchange arrangement.

Mr. Griffiths stated the station will use 60% magazine program concept and 40% conventional type program sales. The station plans more than 55% Canadian program content from the start, with more than half its time devoted to live shows.

Jack Cooke, owner of CKEY Toronto appeared before the BBG Wednesday afternoon. He based the application of Consolidated Frybrook Industries largely on his 23 years of broadcasting. In that time, he operated twelve radio stations and CKEY since 1944. Mr. Cooke will be sole owner of the TV station. He expects to lose about $293,000 the first year with gross estimated advertising revenue almost $2.5 million. He expects a profit the second year.

Mr. Cooke promises 64% Canadian program content from the start with 87 hours of telecasting per week. He also plans 12 hours educational broadcasting weekly. Programming will include a station produced play of the week telecast five nights, with three stock companies producing continuously. Plays would be offered to other Canadian television stations.

The board questioned all applicants extensively on programming, and reminded them they would be held to their commitments if granted a license.

The Association of Motion Picture Producers and Laboratories of Canada urged the BBG in a brief Wednesday afternoon to consider the extent applicants for television licenses intend to use existing film production facilities and educational programming.

Recommendations for French and English language tv stations at Montreal will be announced when the BBG returns to Ottawa about March 23. Montreal hearings were held the week of March 7.

**Only 4 applicants for 2 Montreal vhf’s**

Two applicants for a French-language Montreal TV station, and one applicant for an English-language Montreal TV station withdrew their bids for the facilities when the Board of Broadcast Governors began hearings at Montreal on March 7. Two applicants were left for each station.

Dropping their applications for the
French-language facility were CKAC and CJMS, both Montreal, Sovereign Film Distributors Ltd., Montreal, withdrew its application for the English station.

Applicants for the ch. 10 French station are Paul L'Anglais and a group composed of CKVL Verdun, Que. (a suburb of Montreal) and United Amusement Corp., Montreal.

Applying for the ch. 12 English station are CFCF Montreal, and Mount Royal Independent Television Ltd., Montreal.

French Stations • In their hearing, CKVL and United Amusement said their programs would be 81% Canadian. Mr. L'Anglais' group would be 69.4% Canadian in origin.

United Amusement Corp., co-applicant with CKVL operates 53 theatres in Quebec province. It is 40% owned by Famous Players Canadian Corp., Toronto, which owns the recently started Trans-Canada Telemeter operation and has large interests in CFMCTV and CKMKI-TV, both Quebec City, and CKQO-TV Kitchener, Ont. Famous Players Canadian Corp., is in turn part owned by Paramount Pictures, New York.

Associated with Mr. L'Anglais in his application are J.A. Desene, a Cuban distributor of French films; Andrew Ouimet, brother of A.J. Ouimet, president of the Canadian Broadcasting Corp.; Jean Paul Ladouceur, a CBC program director and several Montreal businessmen.

English Stations • CFCF Montreal, one of the applicants for the English facility, is the oldest radio station in Canada. It has been broadcasting continuously, under various call letters, since 1920. It is owned by Canadian Marconi Co., which is owned by English Electric Co., London, England. CFCF has been applying for a tv station since 1938. At the hearing, CFCF said 55.7% of its programs would be Canadian.

Mount Royal Independent Television Ltd., the other English-language applicant, has among its owners Geoff Stirling, CKGM Montreal. Board chairman is Dr. Wilder G. Penfield, noted Montreal neuro-surgeon.

Panama's first tv
Panama's first television station went on the air March 14. Until then the only tv available there had been the U.S. Armed Forces station in the Canal Zone, broadcasting in English. The new RPC-TV is a Spanish-language station owned by Fernando Eleta, Panama's secretary of the treasury, and his brother, Carlos Eleta, an engineer. RPC-TV had a gala opening with spotlights loaned by the U.S. forces scanning the skies.

---

**Broadcast Advertising**

- Anthony J. Hebel, formerly vp at Grant Adv., Chicago, to Gordon Best Co., that city, as vp and account supervisor on Schlitz beer.

- Walter H. Wright, formerly vp and account executive at Brown & Butcher, N.Y., joins Geyer, Morey, Madden & Ballard as vp and member of agency's group in marketing of packaging goods.

- Paul J. Caravatt Jr., formerly vp and plans board member at Ogilvy, Benson & Mather, N.Y., joins Foote, Cone & Belding as vp and supervisor of Lever Brothers account.

- William R. Gillen, vp and assistant to the president of BBDO, will be first BBDO executive to move overseas in agency's international expansion program. Mr. Gillen will become a director of BBDO Ltd., in charge of liaison with U.S. clients. Headquarters is London. McDonald Gillespie, management supervisor in BBDO's New York office, elected to executive committee. John H. Fogarty, account executive, in Buffalo office, elected vp.

- Bill Kennedy promoted from media supervisor to media director at McCann-Erickson, Chicago, succeeding Kenneth Fleming, who resigned. Elliott Johnson, formerly media director at R. Jack Scott, Chicago, to M-E as supervisor of media research.

- Edward Janecwicz, radio-tv director of Arnold & Co., Boston advertising agency, appointed vp. He previously was with NBC and Westinghouse Broadcasting Co.

- Lawrence B. Marks, formerly of WNTA-TV Newark, N.J., joins Dunay, Hirsch & Lewis, N.Y., as vp in charge of creative writing and director of radio and tv. He previously was tv script writer.

- Jerome Cowle, copy supervisor at Leo Burnett agency, N.Y., joins Kenyon & Eckhardt, Chicago, as creative supervisor. Larry Botto, formerly account executive with Sullivan, Stauffer, Colwell and Bayles, N.Y., to K&E, in similar capacity.

- L. R. (Dick) Sullivan and Don B. Amsden named vps of Allen & Reynolds, Omaha, Neb., advertising agency. Their former positions were creative director and manager of radio-tv department, respectively.

- Chester Firestein and Lee Rosene named vps of Max Factor & Co. (cosmetics). Mr. Firestein was director of merchandising and Mr. Rosene, director of sales.


**Ad Council elects new chairman**

LEE H. BRISTOL, chairman of Bristol-Myers Co., has been elected chairman of the Advertising Council, succeeding JOHN C. STERLING, chairman of This Week magazine. The board elected these other officers: EDWIN W. EBEL, General Foods Corp., vice chairman; two vice chairmen re-elected, LEO BURNETT, Leo Burnett Co., and EDWARD VON TRESS, Curtis Publishing Co.; FREDERIC R. GAMBLE, American Advertising Agencies, secretary; PAUL B. WEST, Assn. of National Advertisers, treasurer; THEODORE S. REPPLIER, re-elected president, and ALAN M. WILSON and GEORGE P. LUDLAM, re-elected vps.

- **William J. McIlvain**, vp in charge of program department at Leo Burnett Co., Chicago, to New York office effective April 1. LEE BLAND continues in Chicago as vp and senior program supervisor.

- **Ralph Trieger** pronounced fom account executive to media director at R. Jack Scott, Chicago advertising agency, succeeding Elliott Johnson, who resigned. Mr. Trieger formerly was sales promotion manager at WBBM-TV Chicago.


- **George F. Kleitz**, formerly media group supervisor at Needham, Lewis & Brorby, Chicago, becomes media director of Cunningham & Walsh, Chicago office.

- **Edward A. Stockmar**, formerly account executive for NBC TV Network Sales, Chicago, and associated with network operations for 32 years, appointed media supervisor at Wade Adv., that city. ROYAL ALCOTT, with radio-tv department of Wade Adv., Los Angeles, to Chicago office where he joins tv commercial film department.

- **Carl E. Buffington**, assistant to head of radio-tv production department at Morse International Inc. (agency of Vick Chemical Co., N.Y.), named head of radio-tv production dept.


- **Edward L. Nash**, formerly senior copywriter at Schwab-Beatty & Porter, N.Y., to Smith, Hagel & Knudson, as account executive on Crowell-Collier Corp.

- **Nicholas V. Salimbene**, assistant media director of J. M. Mathes Inc., appointed manager of agency's new Miami service office.

- **George Lavery**, formerly service manager at Leo Burnett Co., Chicago, appointed associate account executive at Campbell-Mithun, that city. FRANK KONRAD, formerly copywriter at Biddle Adv., to C-M in similar capacity, on Kroger Co. account.

- **Marvin H. Seline**, formerly with Kenyon & Eckhardt, Chicago, appointed assistant account executive at Earle Ludgin & Co., that city.


**The Media**

- **J. D. Hill**, formerly president of KWHK Hutchinson, Kan., to KSSS Colorado Springs as president and general manager, effective in early May. Mr. Hill previously was with WLS Chicago and WISN Milwaukee.

- **Robert N. Kindred** named vp and general manager of General Broadcasting Services Inc., owner of KWKY Des Moines, Iowa. He succeeds JAMES RAMSBERG and DICK PJELLMAN who formerly shared station management. Mr. Kindred has been general manager of...
of KJBS San Francisco since 1958.

- **RICHARD L. ALGUIRE**, assistant secretary-treasurer of John Pool Broadcasting Co. (KBIG Catalina and KBIQ-FM Los Angeles), named secretary-treasurer, succeeding John C. Howland.

- **STEPHEN C. CROWLEY** appointed general sales manager of KVI Seattle Wash. He formerly was account executive at KFSO San Francisco. Both are Golden West stations.

- **BILL WOOD**, operations manager of KNOP-TV North Platte, Neb., appointed acting manager.

- **WILLIAM L. JONES JR.**, general manager of KWK St. Louis, promoted to vp. He previously served as regional sales director of WEMP and general sales manager of WISN, both Milwaukee.

- **RICHARD E. FALES**, sales representative in Georgia and South Carolina for United Press International, appointed southern division executive assistant.

- **DOLORES ZIFF** joins WHYY Philadelphia as director of community relations.

Gold medal award • The first issued by the Radio and TV Executives Society for "outstanding achievement in broadcasting," is presented to BRIG. GEN. DAVID SARNOFF (right), chairman of RCA, by FRANK E. PELLEGRIN, RTES president. The award was presented during the society's 20th anniversary dinner.

- **IRA G. DELUMEN**, formerly eastern sales manager, appointed to new position manager, program and project sales for CBS-TV Production sales. ROBERT FOSTER, account executive, succeeds Mr. Delumen. JACK REYNOLDS, with National Educational TV and Radio Center, named assistant to special projects director, Information Services, CBS-TV.

- **JOE MORRIS**, general manager of WGUS Augusta, Ga., appointed regional and national sales manager of Olin Trice Stations (WCAY Colombia and WMYB Myrtle Beach, both S.C., WKTC Charlotte, N.C., and WKEN Dover, Del.). He also will continue his duties at WGUS.

- **LEE MASON**, formerly program director of WNHC New Haven, Conn., to WCKR Miami in similar capacity.

- **ANDRE STOJKA**, program director of KUTE Glendale, Calif., resigns to enter military service.

- **BOB EDWARDS**, formerly with WTAX Springfield, Ill., to WCUE Akron, Ohio, as program director.


- **JOHN D. MEDINA**, formerly account executive with Foster & Kleister Co., San Francisco agency, named to similar position with KXTV (TV) Sacramento, Calif.

- **RAYMOND EICHMANN**, DAVID H. HEDLEY, NICHOLAS GORDON and RICHARD POLLOCK all promoted at NBC-TV Network Sales. Mr. Eichmann goes from director of sales promotion and sales presentations to director of client presentations and sales promotion. Mr. Hedley from manager of sales promotions to director of program presentations. Mr. Gordon from manager of sales development to director of sales development and Mr. Pollock from supervisor of sales development and research at WPIX(TV) New York to manager of sales development.

- **PETER T. MCGOVERN**, formerly with WCOP Boston and managing director of WMEX, that city, named vp and managing director of Western Div. of Radio Hawaii Inc. He will be responsible for and direct operations of KPOA Honolulu.

- **CHARLES GRADY**, formerly program director of WIMA Lima, Ohio, to WZIP Cincinnati in similar capacity.

- **ERIC LAMBERT**, formerly account executive at CBS-TV Network Sales, Chicago, to NBC-TV Chicago Network TV sales staff in similar capacity. Dick Witwer, Midwest representative for Regis Films, Chicago, also to NBC-TV sales department. Tom Petree, formerly with Liggett & Myers, that city, to NBC-TV Central Div. network sales staff as sales service representative.

- **NELSON ALQUIST**, formerly supervisor for TelePrompTer Corp., Huntsville, Ala., appointed technical supervisor at WTTW (TV) Chicago, non-commercial, educational station. FRANK BLOTTER, formerly account executive at ABC Central Div., appointed by WTTW to serve as liaison with outside organizations utilizing station's video tape and film recording facilities.

- **HAROLD S. MENDEN**, formerly assistant to Miles David, vp and director of promotion, named promotion manager of RAB.

- **WILLARD J. PURCELL**, manager of advanced planning and research for WGY and WRGB (TV) Schenectady, N.Y., retires after 40 years of service with General Electric Co., which owns both stations. Mr. Purcell was with WGY since its inception in 1922.
Attention
NAB GOLFERS

BROADCASTING's annual NAB golf tournament will be held, rain, snow or shine, Sunday, April 3, at the beautiful 27 hole Midwest Country Club (above), Hinsdale, Ill. To qualify for one of the trophies, contestant must play 9 holes. Tee-off time 10 a.m. Golf clubs available for rent. Transportation provided, if desired. Sign up today.

MAIL THIS RESERVATION TODAY, TO:

BROADCASTING, 1735 DeSales St., N.W., Wash. 6, D.C.

Name __________________________
Address _________________________
Firm ____________________________

I will want a ride to the club □

April 3 Tee-off time: 10 a.m.

NORTHWEST
Daytime radio station in market of over 200,000.
Very well equipped. Sale includes land and transmitter building. Another absentee-owned property in need of personal owner attention. Priced at $32,500.00 with 25% down.

ROCKY MOUNTAIN
MAJOR CITY DAYTIMER—Due to excellent dial position, this station has outstanding coverage. Beautiful studios. Excellent equipment. Liberal terms available. Price $115,000.

NORTH TEXAS
DAYTIMER—This is in a semi-major market, not overcrowded. Attractive studios. Excellent equipment. $70,000 takes this one with $25,000 down. It is operating in the black. Liberal terms on balance.

NAB CONVENTION SUITE 1722-23-24

HAMILTON-LANDIS & ASSOCIATES, Inc.

BROKERS • RADIO AND TELEVISION STATIONS • NEWSPAPERS

WASHINGTON, D.C.  CHICAGO  DALLAS  SAN FRANCISCO
Ray V. Hamilton       Richard A. Shohenn  DeWitt 'Judge' Landis  John F. Hardesty
Roy 1714 Tribune Tower  1511 Bryan Street  111 Sutter Street
1737 DeSales St. N.W.  Delaware 7-2734  Riverside 8-1175
Executive 3-3456

NATIONWIDE • NEGOTIATIONS • FINANCING • APPRAISALS

BROADCASTING, March 21, 1960
99
Swezey named to Labor post

Appointment of Robert D. Swezey as consultant to advise Labor Dept. on effectiveness of its programs was announced Wednesday by Secretary of Labor James P. Mitchell.

Mr. Swezey resigned Jan. 1 as executive vp and general manager of WDSU-AM-TV New Orleans but retains 20% interest in stations. In Labor post, Mr. Swezey will consult on manpower development and utilization, services for youth and older workers, apprenticeship and training, employment service activities, including farm placement service, department's new regulatory activity involving enforcement of provisions of the New Labor-Management Reporting and Disclosure Act of 1959.

Mr. Swezey, an attorney, was vp and general manager of MBS in mid-1940s. Long active in NAB affairs, he is chairman of NAB Freedom of Information Committee. Mr. Swezey joined NBC in 1939 and later moved to Blue Network (now ABC) and then Mutual.

N.Y., joins WFBM as senior writer.

• Heywood L. Siddons, formerly program director of KOA-AM-TV Denver, to KCBS San Francisco as writer-producer. Mike Felix also joins production staff of KCBS.

• Joe Kennedy, formerly program director of KELO Sioux Falls, S.D., to KBON Omaha, Neb., as news director.

• Louise Barry named production supervisor of Mutual's New York news bureau.

• Don Fowler, on promotion staff of WPTF Raleigh, N.C., appointed promotion manager.

• Arnold H. Katinsky, formerly assistant director, member services of RAB, named promotion director of WIP Philadelphia.

• Bob Garity, originator of WOR New York's "flying studio", joins WFYI Long Island, N.Y.

• Jack Dolph, program director for WCAU-TV Philadelphia, named assistant director of sports for CBS News.

• Keeneth Behan promoted from studio crew to producer-director at WITI-TV Milwaukee.

• Terrence J. Lalley and Lyle Hansen join WNAX Yankton-Sioux City, S.D., promotion staff and farm service departments, respectively.

• Marianne Tomlinson joins WRFD Columbus-Worthington, Ohio, as director of women's activities, succeeding Jeanne Shea who moves to J. Walter Thompson Co.

• Pat Gigliotti and Vince Rago appointed assistant production manager and studio supervisor, respectively, at WSJV South Bend-Elkhart, Ind.

• George Beavers, formerly with Broadcast Time Sales, joins WCBS New York as account executive.

• Ellen Wadley, head of press information of CBS Washington bureau, named producer on public affairs staff.

• Bob Cole, formerly newsman-air personality at WOR, named promotion director of CBS Washington bureau.

• Bob Zinn,formerly promotion director of WRFD Sioux Falls, S.D., to KMED Kansas City, Mo., as producer-director of KMED.

• J.C. Byrd, former sales manager of WOR, joins WMAL Washington, D.C., as account executive.

Programming

• Hank P. Long, Lee Cannon, George Gray and Alton Whitehouse named divisional sales managers of Paramount TV Productions. Mr. Long, formerly vp of MCA-TV Ltd., is western divisional manager. The others, all formerly with ITC, will be midwestern, northeastern and southeastern divisional managers, respectively, for Paramount.

• Boyce Tuten appointed vp in charge of sales and associate producer of Lance Productions (tv commercial and film producer).

• Robert Cessna named sales manager of Michigan and Ohio territory for Community Club Services Inc. (promotional firm). He formerly was head of own agency, Cessna Coun-Selling Service (radio marketing management consultant) Adrian, Mich.

• Julian Ludwig, formerly sales representative for Flamingo Films, Los Angeles, becomes general manager in charge of west coast operations.

• Jacques Liebenguth, formerly general sales manager of Victory Films, named director of syndication sales campaigns for California National Productions.

• Jerry Hausner, formerly associate producer of Milton Berle Show and program manager of Radio Free Europe, named director of dialogue for UPA Pictures.

• Robert L. Miller, formerly with Bernard L. Shuber Inc., N.Y. (program
distributors) joins Trans-Lux TV Corp., as administrative assistant to Richard Carlton, vp in charge of sales.

- Joe McGinley and Bill Guy join H.D. Productions as salesmen-announcers for The House Detective (tv real estate program).

### Equipment & Eng'ring

- **L. Berkeley Davis**, general manager of General Electric Co.'s electronic components division (receiving tube, cathode ray tube, power tube and semi-conductor products departments) named vp.

- **Paul S. Heflin**, formerly member of the General Instrument Corp.'s semi-conductor technical - scientific team, becomes vp of engineering.

- **Norman J. Ostby**, formerly vp of Don Lee Broadcasting System and more recently general manager of Mutual Broadcasting System's Western Div., named general manager of MacKenzie Electronics, Inglewood, Calif.

- **Joseph Glasser** appointed manager of manufacturing for Raytheon Co.'s Commercial Apparatus and Systems Div.

- **John Bettencourt**, semiconductor production superintendent for CBS Electronics, promoted to manager of micro-alloy diffused transistors.

### International

- **A. H. Maitland**, manager of CBL and CJBC Toronto since 1957, named manager of talent bureau of Canadian Broadcasting Corp., at national program headquarters, Toronto. He is succeeded by J. H. Harvey, administrative assistant to director of divisional services of CBC Toronto.

- **Laurence Grant Wilson**, assistant supervisor of variety programs of Canadian Broadcasting Corp., Toronto, named program officer of new CBC-FM network, along with Paul Rousseau of CBC Montreal French-language program headquarters. FM network will link CBC-FM Toronto, CBO-FM Montreal, and CBO-FM Ottawa, Ont.

- **Monic Breton** named traffic manager of CFCM-TV and CKMI-TV Quebec City.

### Engineer awards

The Institute of Radio Engineers has named six engineers as recipients of annual awards to be presented during the institute's international convention scheduled for the Waldorf-Astoria Hotel, New York, March 21-24.


### Allied Fields

- **A. Victor Ludington Jr.**, formerly sales manager of WLYH-TV Lebanon, Pa., resigns to form Sellavision, service organization to prepare sales material for small market tv stations.

- **Elliott F. Cavalier** appointed vp in charge of sales development for Northwest Schools, Portland, Ore.

### Deaths

- **J. Clifford Dillon**, 55, chairman of creative board of Compton Adv., N.Y., died March 16. He joined Compton in 1954 as vp and associate creative director. Previously, he was vp and copy chief at Dancer-Fitzgerald-Samuel.

- **John Howell**, 40, vp and general sales manager for CBS Films Inc., N.Y., died March 16 after falling or jumping in front of subway train. Mr. Howell joined CBS-TV Film Sales, forerunner organization, as account executive in 1953, became general sales manager in 1957 and vp in 1958.

---

**BROADCASTING, March 21, 1960**
NAB’s radio month

NAB has adopted the theme “Radio . . . Heart Beat of Main Street” for National Radio Month, to be celebrated in May. John F. Meagher, vice president, said emphasis will be placed on radio stations as focal points of their communities.

Radio Month kits with announcements, speeches, mats, promotion ideas and other material will be sent stations by the NAB public relations department, headed by John Couric. A series of transcribed jingles has been produced by Faillace Productions, New York.

Plans for Radio Month observance were approved at a recent meeting of the NAB Radio Public Relations Committee, of which Robert L. Pratt, KGGF Coffeyville, Kan., is chairman.

News diploma

Instead of merely mailing cash to listeners who call in news as tips for tips, CJMS Montreal has hit upon the dignified idea of enrolling them as associate members of its news staff. An elaborate diploma is mailed to each one, with silver and gold seals awarded for each subsequent newsworthy item. At the end of the year the station plans to hold a reception where further prizes and a grand prize for a story chosen by an especially appointed committee will be presented to the news associates.

Youth orchestra

CKGM Montreal has developed and is supporting a Philharmonic Youth Orchestra. The station pays rehearsal costs, transportation, hall rental fees, musical score costs, etc. Benefiting from CKGM’s generosity, 55 young musicians will be sent to the Ottawa Music Festival in April. They have already played to a capacity audience in Montreal and plans have been made for several concerts in that area this summer.

Drumbeats

Aged in the tin • Art Ford, personality with WRCA New York, launched an informal contest offering to buy the most unusual article he was offered. An avalanche of oddities, including a two-man submarine for $100,000, a circus of fleas dressed in Mexican costume, a slightly-used trolley car and a mastodon's tooth (cheap at 4¢). The winner was a Navy lieutenant who had dug up a tin of cocoa cached at the South Pole by explorer Capt. Robert F. Scott in 1910. The naval officer appeared on Mr. Ford’s program to collect his asking price—cake and a cup of coffee, while the m.c. adventurously sampled the half-century-old cocoa.

Sugar-coated pill • “Just to show you we don’t mind passing the buck, here’s one for you!” With a crisp dollar bill attached, this note arrived for agency executives in Dayton, Ohio, as an almost-painless way of informing them that WAVI, that city, had increased its rates. One dollar was the increase on a one-minute spot. The note went on to say that the best way they could spend the gift dollar in behalf of their clients was by buying time on WAVI.

Got a light? • KEWB San Francisco is distributing over 500,000 six-color match folders, each bearing a serial number, to retail outlets throughout the area. Starting April 1, certain lucky numbers will be read regularly over that station by disc jockeys and the matching match books will be good for cash prizes. KEWB is promoting the contest on the air and through transit and newspaper advertising.

Aiding the competition • WJPS Evansville, Ind., has promoted a “copycat kit” designed for use by station managers and program directors of competing stations, in which it lists successful contests and gimmicks it has run over the past several years. This handbook for would-be imitators was offered for 25 cents. The station reports that response has been good but that the quarters are flowing in from listeners rather than from rival management.

Down with dope! • KFWB Los Angeles reports that it has put its facilities at the disposal of the Student Crusade Against Narcotics, spearheaded by a saturation spot campaign running round-the-clock. Pleas for sterner legislation against dope peddlers servicing teenagers and for funds to continue the campaign have been made. Law enforcement officers and students themselves have recorded the 30-second spot announcements. The funds are requested to send the crusaders to Sacra
mento to urge the legislature to pass special strictures against the narcotics trade.

News map response • KGLG-AM-TV Mason City, Iowa, report over 6,000 requests from listeners and viewers in response to an offer of a world affairs news map at 25 cents per copy. The maps are designed “to help you follow the news of the day” and also list facts on number and times of station newscasts, plus CBS Radio and CBS-TV news services and facilities.

‘Protector’ of businessmen • In keeping with the theme of commercials aired for Kaiser aluminum foil, WISN Milwaukee has mailed out aluminum-covered helmet liners to area grocers currently not stocking the household item. The spots feature an aggressive Kaiser salesman, “Clark Smathers,” who might be expected to call on them. In an accompanying letter, the station said it valued them as local businessmen and wanted to “protect” them from any “head-bopping” or other hazards as the result of a visit from “Mr. Smathers.”

Juvenile royalty • Each month Don Lamond, host of KTTV (TV) Los Angeles' Three Stooges show, features a boy or girl, aged 6 to 12, as prince or princess of the month. The child must be nominated by an adult on entry blanks picked up at local Sears' stores and submitted to an impartial panel of three judges. Criteria for coronation are “extraordinary obedience, politeness and helpfulness,” but the candidate must also be “full of fun.” In addition to appearing on the show, the winner is taken to Sears for a $500 shower of gifts and gets to spend the day with Mr. Lamond or the Stooges at an amusement center.

A school tale • Jerome Courtland, 6-foot 5-inch lead of The Tales of the Vikings tv series syndicated by Ziv-United Artists Television, met high school history classes during a cross-country tour. The star was flown by jet from Munich, Germany, where the film crew is headquartered, visiting sponsors and civic groups in major markets where the film is shown. Advised that some schools assign viewing of the series to history classes because of its authentic historical background and flavor, Mr. Courtland arranged to speak to groups of students. With him on the tour that included Miami; Chicago; Columbus, Ohio; Los Angeles; Toronto; Charlotte, N.C., and New York were several hundred pounds of props and costumes created for the series. Several years’ research went into the series and it forerunner motion picture, both produced by Kirk Douglas’ Brynprod Co. The tv series is now sold in more than 115 markets.

Radio over coffee • Estimated 200 agency executives turned out March 10 at 9:30 a.m. for coffee and a sound-on-film presentation in New York of “This Is Washington” produced by WTOP that city. The 20-minute color film put together market research data dealing with local consumer buying and radio listening habits. Meeting was presided over by Lloyd Dennis, vice president-general manager, and Robert Schellenberg, sales manager, both WTOP, and Milton F. (Chick) Allison, vice president-general manager, CBS Radio Spot Sales. The private screening was held at a CBS studio. Market data included focus on population, total retail sales, buying income, media comparisons and character of the radio medium in the Nation’s Capital.

‘Weather why? • WBBM Chicago reports it’s received several thousand requests for copies of a new weather guide by weathercaster P.J. Hoff. It has been published by him twice-daily client, St. Paul Federal Savings & Loan Assn. Since the original offer Feb. 8, the station has averaged roughly 1,000 requests each day for the booklet, designed to help listeners “enjoy the weather.” Its contents cover several topics, including weather fronts, thunderstorms, cloud charts, tornadoes and hurricanes, weather extremes, temperature-humidity indices and barometer wind tables.

Wind up • Rush Evans, program director of WIBW-TV Topeka, Kan., works up a 12-mile-per-hour wind to demonstrate the WIBW weather watcher being offered to listeners by the radio companion station. The temperature-barometer-wind gauge was promoted on tv and radio to blow up interest in WIBW’s expanded weather service, which features 12 reports daily direct from Knick Weather Central, Denver.
FOR THE RECORD
Station Authorizations, Applications
As Compiled by Broadcasting

March 10 through March 16. Includes data on new stations, changes in existing stations, ownership changes, changes in sales and routine roundup.

Abbreviations:

Existing TV Stations
CALL LETTERS ASSIGNED
KCAL California, Calif.—Eye-Telecast, Inc. KALV-HD Roanoke, Va.—Local

New Am Stations
APPLICATIONS
Demopolis, Ala.—Bigbee Best Co. 1350 kc, 4 kw D. P. O. address Demopolis, Ala. Estimated construction cost $22,000, 1960. gle. 41, operating cost $24,000, revenue $20,000. Principals are J. H. Nicklas, William C. Reid and Houston L. Pearce, 33 1/3% each. Applicants of AM最好ers, Inc., Butler, Ala. Ann. Mar. 11. KDIH—Lucas County Best Co. 730 kc, 500 w D. P. O. address 50 Royal L. French, Westland, Ill. Estimated construction cost $16,800, first year operating cost $24,000, revenue $21,000. Principals include J. A. Bigger, J. E. Averghis, H. H. Phillips, 50% each, and others. Mr. Burke is accountant. Minimlized hours, kw—kilocycles. RCA-SCA, Inc. purchased in stockholders. Mr. Phillips deals in livestock. Ann. Mar. 15. KVLT—Clark County Best Co. 25 kw, 2 kw D. P. O. address 150-25 Queens Blvd, Forest Hills, N.Y. Estimated construction cost $14,900, first year operating cost $45,000, revenue $45,000. Principals are Arnold Katschke, 51%, and Martin Pinski, 49%. Mr. Katschke is employe of Radio Advertising Bureau Inc., New York. Mr. Pinski is employe of CBS. Ann. Mar. 2. KBKX—Beswick Nebraska—Iowa Best Co. 1450 kc, 1 kw D. P. O. address 13th-Nebraska—Iowa Best Co. 1450 kc, 1 kw D. P. O. address 13th Street, Nebraska City, Neb. Estimated construction cost $15,027, first year operating cost $28,000, revenue $28,000. Mr. Lipsel includes Gilbert L. Vosee, 25%. William B. Weir, Bert Burman, S. Arndt. 14.3% each, and others. Mr. Poore is manager of KBKX O'Neill. Neb. Mr. Weir is in insurance. Mr. Arndt is in real estate. Ann. Mar. 18.

Existing AM Stations
APPLICATIONS
KCBS Bishop, Calif.—CP to increase daytime power from 250 w to 1 kw and install new trans. (1350 kc), Ann. Mar. 16. KMRT Paradise, Calif.—Mod. of cp which authorized new standard broadcast station to increase power from 500 w to 1 kw (930 kc). Ann. Mar. 16. KBBF—Lind Park, Minn.—CP to change hours of operation of D to Intl., using power of 5 kw, new install DA-3N (1500 kc), Ann. Mar. 16. KNAT Natchez, Miss.—CP to increase daytime power from 5 kw to 1 kw and install new trans. for daytime use (3 main trans.) (1430 kc), Ann. Mar. 16. KBMN Bozeman, Mont.—CP to increase daytime power from 250 w to 1 kw and install new trans. (1320 kc). Ann. Mar. 16. KLPF Livingston, Mont.—CP to increase daytime power from 250 w to 1 kw and install new trans. (1190 kc). Ann. Mar. 16. WHA Madison, Wis.—CP to increase power from 1 kw to 1 kw (limited to WWO) to change frequency from 970 kc to 780 kc; increase power from 5 kw to 1 kw; change antenna location; change trans system; install new trans. (Request waiver of Sec. 1301 of rules) Ann. Mar. 14.

CAR LETTERS ASSIGNED

New FM Stations
APPLICATIONS
Fremont, Neb.—Triumph Bests, 104.9 mc, 814 kw, P.O. address 1291 Van Ness Ave., San Francisco, Calif. Estimated construc- tion cost $14,224, first year operating cost $13,000, revenue $74,000. Principals include Russell J. Hyde, 40%, Lawrence Loughran and Leon A. Loughran, 30% each. Messrs. Crosby and Loughran are employes of KOFY-San Mateo, Calif. Mr. Hyde is in automotive sales. Ann. Mar. 11.

Pensacola, Fla.—Mello-Ten Inc. 94.1 mc, 1 kw P.O. address 702 S. Madison Dr., Pensacola, Fla. Estimated construction cost $20,000, first year operating cost $30,000, revenue $30,000. Principals include Earl D. Askew, 41%, Brilliant, 35% and others. Mr. Hutto is employe of WAKR-TV Pensacola. Mr. Askew is attorney. Ann. Mar. 15.

Sarasota, Fla.—Multitone Music Corp. 91.5 mc, 273 kw, P.O. address 57th St., Sarasota, Fla. Estimated construction cost $30,000, first year operating cost $35,000, revenue $35,000. Principals include James E. Flowers, 15%, Ralph M. Shumway, and Melton J. Augustine, 70% each. Messrs. Bische and Cannon are owners of industrial sales. Mr. Grant is electronics technician. Ann. Mar. 16.

Existing FM Stations
CALL LETTERS ASSIGNED
KSBW—San Bruno, Calif.—San Bruno Best Co. KBWM—Baltimore, Md.—Heard Corp. Changed from WFDX-FM. KBZM—Bakersfield, Calif. Changed from KCOM. KBZM—Baltimore, Md.—WGL Inc. Changed from WTXM. KWSF-FM Clemens, S.C.—Clemens Agricultural College of South Carolina. Changed from WVBG. WTOS Wauwau, Wis.—Broadcast Inc.

Ownership Changes
APPLICATIONS
WTCB Florence, Ky.—Transfer of control from ABC.-C.B.I. Inc. to Carl E. Jones, sole owner, for $5,000. Mr. Jones is in banking. Ann. Mar. 8. KTVQ—Beverly, Calif.—Application for license of Ozark Radio and Equipment Co. Inc. Mr. and Mrs. E. Louise Lymberry (executive of estate of late W. E. Lymberry), 33 1/3%, to Ernest M. and Letaja Howard, 50%. Mr. Lymberry, 33 1/3%, and Mrs. Louise Howard, 33 1/3%, to Wilton R. B. and Ruth Fuller, 19.25%, for $30,000. Mr. Howard is in hardware. Ann. Mar. 8. KAFM—Huquemin, Calif.—Seeks assign- ment of license from Lincoln and Sylvia Dell, sole owners to KACY Inc. for $150,000. Principals are Lincoln and Sylvia Dell, 37.5% each, Agneta L. Hockart, 25%. Mr. Dell is 33 1/3% owner of KLYV-TV Bakersfield, Calif. Mr. Hockart is employe of KTVQ. Ann. Mar. 14. KUKK—South Daytona Beach, Fla.—Seeks transfer of control from KUKK Corp. Inc. to Dayton Beach Inc. from James S. Battelle, Emil, William Schaffer and Valier Cronkite, 33 1/3% each, to R. H. Page, 33 1/3% and Mr. Cronkite, 33 1/3%. Mr. Battelle is 49% owner of WDKY and financing. Ann. Mar. 10. KUKK—South Daytona Beach, Fla.—Seeks assignment of license of WAKE Bests, Inc. to WAKE Inc. Mr. and Mrs. Herbert, 25%, Allan D. Emil, 85% and others. Mr. Herbert was formerly stock- holder in WNEW New York. Mr. Emil is attorney. Ann. Mar. 14. KBTN—Neshoba, Mo.—Seeks assignment of license of William Montgomery Harlow to Galen D. Gilbert, 15%, and W.R. Bentley, 55%, for $50,000. Applicants are employes of KLCQ Tablegush, Okla. Ann. Mar. 11. WENS (TV)—Pittsburgh, Pa.—Seeks transfer of control of WENS Inc. from Thomas P. Johnson, 27.3%, and others, to Thomas P. Johnson, 27.3% and outstanding stock and six others. Twenty-five stockholders held in 11,380 shares of stock. Average issue, $5.40, balance $8,160. This automatically increased per- share holdings by 17.4%, and subsequently purchased additional 1,000 shares for $50. Ann. Mar. 10.

WUTC-FM Towanda, Pa.—Seeks assign- ment of license of Victor A. Michael, T. Justin Myers Sr. and M. Alan Poe, 33 1/3% each. to Mes- srs. Michael and Myers, 35% and others. Messrs. Michael and Myers, 33 1/3% each, by dissolution of old partnership, formation of new one and without monetary consideration. New partner, Mr. Hopkins, is employe of WUTC-FM. Ann. Mar. 15.

EDWIN TORNBERG & COMPANY, INC.
NEGOTIATORS FOR THE PURCHASE AND SALE OF RADIO AND TELEVISION STATIONS
EVALUATIONS
FINANCIAL ADVISERS

By memorandum opinion and order, Commission denied application by Joseph Brenner for amendment to Sec. 3.588 of rules to require that one year after effective date of amendment no license shall be held by tv station affiliated with network unless at least one-third of network's affiliates are uhf stations, and unless one-half of network's affiliates are uhf stations after two years from effective date of amendment. Ann. Mar. 10.

Commission instructed its associate general counsel Edger W. Holz, who is special- ly assigned PUC counsel in rehearing of Miami, Fla., ch. 7, case, to request Judge Horace Stern, commission-appointed hearing examiner, to postpone hearing in that proceeding until after conclusion of rehearing of Miami-Whiteside case set for April 2. Counsel for Mr. Mack requested Commission to withhold further proceedings in Miami case until after the criminal Division of Dept. of Justice concluded Prehearing conference of Mar. 18 in Philadelphia will be held by Judge Stern scheduled. Ann. Mar. 18.

Commission invites comments to notice of proposed rulemaking looking toward dropping in ch. 7 to Lander, Wyo. In addition to that city ch. 27 application. This proposal is better than proposal by Rocky Mountain Tele Stations (KTWO, ch. 8), Casper, to shift ch. 8 from Casper to Lander. Ann. Mar. 18.

Commission addressed following letter to D. R. Bull, president of Electronic Industries Assn., in connection with further correspondence regarding coast-to-coast coverage of the Crexco, Wis., station. Letter was addressed to City of Milwaukee, Wis. The Commission believes this proposal is better than proposal by Rocky Mountain Tele Stations (KTWO, ch. 8), Casper, to shift ch. 8 from Casper to Lander. Ann. Mar. 18.

Hearing Examiner Bastl P. Cooper issued initial decision looking toward granting applications by Harry H. Smith, to operate new tv station to operate on ch. 500 in Golden Valley, Minn., and by Stuart E. Abraham, to operate new am station to operate on 1590 kc. Tendered Mar. 13.

Hearing Examiner David I. Kraushaar issued initial decision looking toward granting application by William H. Smith, to operate new tv station at site of WPW, 250 w, to 1 kw, continuing operation on 1580 kc, D. D.

Hearing Examiner David I. Kraushaar issued initial decision looking toward granting application by William H. Smith, to operate new tv station at site of WPW, 250 w, to 1 kw, continuing operation on 1580 kc, D.

By order, Commission stayed effective date of Jan. 22 initial decision which looked toward granting application by Bloom Radio for increased power for WHLM Bloomsburg, Pa., from 500 w to 1 kw, continuing operation on 1580 kc, D. D.

By order, Commission granted application by John B. Staub, to operate new tv station to operate on ch. 9, in lieu of WPW, to 500 w, to 1 kw, continuing operation on 1580 kc, D. D.

By order, Commission granted application by John B. Staub, to operate new tv station to operate on ch. 9, in lieu of WPW, to 500 w, to 1 kw, continuing operation on 1580 kc, D.

By order, Commission stayed effective date of Jan. 22 initial decision which looked toward granting application by Bloom Radio for increased power for WHLM Bloomsburg, Pa., from 500 w to 1 kw, continuing operation on 1580 kc, D. D.

By order, Commission granted application by John B. Staub, to operate new tv station to operate on ch. 9, in lieu of WPW, to 500 w, to 1 kw, continuing operation on 1580 kc, D. D.
Grant petition by Broadcast Bureau, and ended to Mar. 21, to file exceptions to an initial decision in proceeding on am applications of Jefferson Radio Co., Dronald Angel and Arnie Bost Corp. Inc. (WBQC), Bessemer, both Alabama. Action Mar. 11.

Grant petition by Palmadale Broadcasters (KWSB) Palmdale, and Olalla Orange Empire (KWSI), Santa Ana, both California, to file reply to opposition of Broadcast Bureau to petitioners' joint petition for reconsideration and grant without hearing of their am applications. Action Mar. 11.

Grant petition by John A. Barnett, protesting in proceeding on applications of New Mexico Inc. for new fixed video stations near Corona, and at Bernalillo, both New Mexico, and extended to Mar. 21, to reply to petition for reconsideration and further petition for rehearing of New Mexico Inc. Action Mar. 14.

By Chief Hearing Examiner James D. Cunningham


On own motion, scheduled oral argument for 9 a.m., Mar. 16 on joint petition by Arizona Broadcasters (KASU), Phoenix, and James M. Hagerman and John L. Groom (KSMG), both of Santa Maria, Calif., for leave to intervene, continue, and amendment of Radio Atascadero and Cal-Coast Broadcasters, both Santa Maria, California; actions in Consolidated Applications for new stations in Atascadero and Santa Maria, California; for continuation and grant of their am applications. Action Mar. 14.

By Hearing Examiner J.D. Bond

Granted petition by Radio Broadcasters Inc. (KCOY) and John L. Groom and James M. Hagerman (KSMG); motion for stay of order; motion for continuation, and petition for reconsideration of chief hearing examiner's order. Action Mar. 14.


Action Mar. 9.

Pursuant to agreements reached at hearing conference continued to date to be fixed by order of the Commission. Action Mar. 11.

By Hearing Examiner Basil P. Cooper

Grant petition by East Virginia Bost Corp. for dismissal without prejudice of its am application. Action Mar. 14.

By Hearing Examiner Charles J. Frederick

Pursuant to agreements reached at hearing session in group 3 of consolidated am proceeding, in proceeding on applications of Fredericksburg Bost Corp. (WVFA), Fredericksburg, Va., the Commission determines that its amendment to its application so as to reduce power from 51.41 kw to 18 kw, for its license for use transmitters in Fredericksburg, Va., to be granted. Action Mar. 9.

By Hearing Examiner Herbert Sharman

On own motion, ordered that transcript of proceeding be corrected in various respects in proceeding on applications of Western Specialists Inc., for new radio stations near Santa Maria, California, at Buoy Scout Mountain, New Mexico, and afforded five days for objections. Action Mar. 10.

By Hearing Examiner Elizabeth C. Smith

Granted motions by Mtv Vernon Radio & TV Co. (WMWLX), Mtv, Vernon, Ill., to strike date of hearing from April 14 to Mar. 11.

In proceeding on applications of Radio Atascadero and Cal-Coast Bstcs. for new am station in Atascadero and Santa Maria, both California; granted hearing for April 14; granted joint petition by Arene Bost, (KCOY) and John L. Groom and James M. Hagerman (KSMG); motion for stay of order; motion for continuance, and petition for reconsideration of chief hearing examiner's order. Action Mar. 14.

By Hearing Examiner J.D. Bond

Grant petition by Arizona Broadcasters (KASU), Phoenix, and James M. Hagerman and John L. Groom (KSMG), both of Santa Maria, Calif., for leave to intervene, continue, and amendment of Radio Atascadero and Cal-Coast Broadcasters, both Santa Maria, California; for continuation and grant of their am applications. Action Mar. 14.
<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
<th>Phone</th>
<th>Category</th>
</tr>
</thead>
<tbody>
<tr>
<td>JANSKY &amp; BAILEY INC.</td>
<td>Executive Offices NE, 8-3411 1723 DeSales St., N. W. Offices and Laboratories 1329 Wisconsin Ave., N. W. Washington, D. C. Federal 3-4000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>JAMES C. McNARY</td>
<td>Consulting Engineer National Press Bldg., Wash., 4, D. C. Telephone District 7-1205</td>
<td></td>
<td></td>
</tr>
<tr>
<td>A. D. Ring &amp; Associates</td>
<td>Consulting Radio &amp; Television Engineers Washington 6, D. C. Fort Evans 1000 Conn. Ave. 1050 Pennsylvania Ave., Wash., 4, D. C. Member AFCE</td>
<td></td>
<td></td>
</tr>
<tr>
<td>SILLMAN, MOFFET &amp; ROHRER</td>
<td>Consulting Radio Engineers Box 64, International Airport San Francisco 28, California Diamond 2-9208</td>
<td></td>
<td></td>
</tr>
<tr>
<td>J. G. ROUNTREE</td>
<td>Consulting Engineer P.O. Box 9044 Austin 17, Texas Glendale 2-3073</td>
<td></td>
<td></td>
</tr>
<tr>
<td>VIR N. JAMES</td>
<td>SPECIALTY DIRECTIONAL ANTENNAS 1316 S. Kearny Skyline 6-1603 Denver 22, Colorado</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MERL SAXON</td>
<td>CONSULTING RADIO ENGINEER 625 Hawkins Street Lufkin, Texas Neptun 2-4242 Neptun 4-9558</td>
<td></td>
<td></td>
</tr>
<tr>
<td>NUGENT SHARP</td>
<td>Consulting Radio Engineer 809-11 Warner Building Washington 4, D. C. District 7-4443</td>
<td></td>
<td></td>
</tr>
<tr>
<td>LOHNE &amp; Culver</td>
<td>Munsey Building District 7-8215 Washington 4, D. C. Member AFCE</td>
<td></td>
<td></td>
</tr>
<tr>
<td>JAMES C. McNARY</td>
<td>Consulting Engineer National Press Bldg., Wash., 4, D. C. Telephone District 7-1205</td>
<td></td>
<td></td>
</tr>
<tr>
<td>A. D. Ring &amp; Associates</td>
<td>Consulting Radio &amp; Television Engineers Washington 6, D. C. Fort Evans 1000 Conn. Ave. 1050 Pennsylvania Ave., Wash., 4, D. C. Member AFCE</td>
<td></td>
<td></td>
</tr>
<tr>
<td>SILLMAN, MOFFET &amp; ROHRER</td>
<td>Consulting Radio Engineers Box 64, International Airport San Francisco 28, California Diamond 2-9208</td>
<td></td>
<td></td>
</tr>
<tr>
<td>J. G. ROUNTREE</td>
<td>Consulting Engineer P.O. Box 9044 Austin 17, Texas Glendale 2-3073</td>
<td></td>
<td></td>
</tr>
<tr>
<td>VIR N. JAMES</td>
<td>SPECIALTY DIRECTIONAL ANTENNAS 1316 S. Kearny Skyline 6-1603 Denver 22, Colorado</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MERL SAXON</td>
<td>CONSULTING RADIO ENGINEER 625 Hawkins Street Lufkin, Texas Neptun 2-4242 Neptun 4-9558</td>
<td></td>
<td></td>
</tr>
<tr>
<td>NUGENT SHARP</td>
<td>Consulting Radio Engineer 809-11 Warner Building Washington 4, D. C. District 7-4443</td>
<td></td>
<td></td>
</tr>
<tr>
<td>JAMES C. McNARY</td>
<td>Consulting Engineer National Press Bldg., Wash., 4, D. C. Telephone District 7-1205</td>
<td></td>
<td></td>
</tr>
<tr>
<td>A. D. Ring &amp; Associates</td>
<td>Consulting Radio &amp; Television Engineers Washington 6, D. C. Fort Evans 1000 Conn. Ave. 1050 Pennsylvania Ave., Wash., 4, D. C. Member AFCE</td>
<td></td>
<td></td>
</tr>
<tr>
<td>SILLMAN, MOFFET &amp; ROHRER</td>
<td>Consulting Radio Engineers Box 64, International Airport San Francisco 28, California Diamond 2-9208</td>
<td></td>
<td></td>
</tr>
<tr>
<td>J. G. ROUNTREE</td>
<td>Consulting Engineer P.O. Box 9044 Austin 17, Texas Glendale 2-3073</td>
<td></td>
<td></td>
</tr>
<tr>
<td>VIR N. JAMES</td>
<td>SPECIALTY DIRECTIONAL ANTENNAS 1316 S. Kearny Skyline 6-1603 Denver 22, Colorado</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MERL SAXON</td>
<td>CONSULTING RADIO ENGINEER 625 Hawkins Street Lufkin, Texas Neptun 2-4242 Neptun 4-9558</td>
<td></td>
<td></td>
</tr>
<tr>
<td>NUGENT SHARP</td>
<td>Consulting Radio Engineer 809-11 Warner Building Washington 4, D. C. District 7-4443</td>
<td></td>
<td></td>
</tr>
<tr>
<td>JAMES C. McNARY</td>
<td>Consulting Engineer National Press Bldg., Wash., 4, D. C. Telephone District 7-1205</td>
<td></td>
<td></td>
</tr>
<tr>
<td>A. D. Ring &amp; Associates</td>
<td>Consulting Radio &amp; Television Engineers Washington 6, D. C. Fort Evans 1000 Conn. Ave. 1050 Pennsylvania Ave., Wash., 4, D. C. Member AFCE</td>
<td></td>
<td></td>
</tr>
<tr>
<td>SILLMAN, MOFFET &amp; ROHRER</td>
<td>Consulting Radio Engineers Box 64, International Airport San Francisco 28, California Diamond 2-9208</td>
<td></td>
<td></td>
</tr>
<tr>
<td>J. G. ROUNTREE</td>
<td>Consulting Engineer P.O. Box 9044 Austin 17, Texas Glendale 2-3073</td>
<td></td>
<td></td>
</tr>
<tr>
<td>VIR N. JAMES</td>
<td>SPECIALTY DIRECTIONAL ANTENNAS 1316 S. Kearny Skyline 6-1603 Denver 22, Colorado</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MERL SAXON</td>
<td>CONSULTING RADIO ENGINEER 625 Hawkins Street Lufkin, Texas Neptun 2-4242 Neptun 4-9558</td>
<td></td>
<td></td>
</tr>
<tr>
<td>NUGENT SHARP</td>
<td>Consulting Radio Engineer 809-11 Warner Building Washington 4, D. C. District 7-4443</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
## Collins new high fidelity monitor speakers

The sound of your station is your basic product. Hear it as it should be heard — in high fidelity — with Collins new line of monitor speakers.

Collins CS-8, 8" and CS-12, 12" speakers are only 3 ¼" deep. These economical speakers are constructed with sturdy die cast frames and are easily installed in the ceiling or walls of your studio, lobby or waiting room. Both have a power handling capacity of 20 watts. Frequency response of the CS-8 is from 50 to 13,000 cps. CS-12 is from 30 to 13,000 cps. Radial construction permits CS-8 crossover at 2,000 cps; CS-12 crossover at 1,800 cps. Contact Collins for further information.

---

### SUMMARY OF COMMERCIAL BROADCASTING

**Compiled by BROADCASTING through March 16**

<table>
<thead>
<tr>
<th>License Type</th>
<th>On Air</th>
<th>CPs</th>
</tr>
</thead>
<tbody>
<tr>
<td>AM 108</td>
<td>3,404</td>
<td>64</td>
</tr>
<tr>
<td>FM 645</td>
<td>645</td>
<td>64</td>
</tr>
<tr>
<td>TV 472</td>
<td>472</td>
<td>52</td>
</tr>
</tbody>
</table>

**TOTAL APPLICATIONS**

- AM: 73
- FM: 812
- TV: 1,097

### OPERATING TELEVISION STATIONS

**Compiled by BROADCASTING through March 16**

<table>
<thead>
<tr>
<th>Station</th>
<th>CPs</th>
</tr>
</thead>
<tbody>
<tr>
<td>VHF 54</td>
<td>54</td>
</tr>
<tr>
<td>UHF 33</td>
<td>33</td>
</tr>
<tr>
<td>TV 10</td>
<td>10</td>
</tr>
</tbody>
</table>

### COMMERCIAL STATION BOXSCORE

As reported by FCC through February 29, 1960

<table>
<thead>
<tr>
<th>Station</th>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>WOC 472</td>
<td>52</td>
<td>52</td>
<td>52</td>
</tr>
<tr>
<td>WWX 52</td>
<td>52</td>
<td>52</td>
<td>52</td>
</tr>
<tr>
<td>WWL 103</td>
<td>103</td>
<td>103</td>
<td>103</td>
</tr>
<tr>
<td>WLO 121</td>
<td>121</td>
<td>121</td>
<td>121</td>
</tr>
</tbody>
</table>

1. There are, in addition, ten tv stations which are no longer on the air, but retain their licenses.
2. There are, in addition, 38 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.

---

### ENGINEERING NOTES

- Collins engineers and data and exhibits of Florence Best, Inc., Brownsville, Tenn., without prejudice to exchange by Florence of its engineering exhibits in proceeding on its am application et al. before Mar. 16, Action Mar. 1.
- Denied petition by Fort Wayne Best, Inc. for leave to amend its application for license to Fort Wayne, Ind., which is to consolidated proceeding on am applications of Florence Best, Inc., Brownsville, Tenn., et al. Action Mar. 10.

### BROADCAST ACTIONS

- KMJQ Memphis, Tenn. — Granted extension of completion dates as shown: WRUL Scituate, Mass. to June 30; WWBR Manches ter, N.H. to Aug. 15; WKTW Paradise, Calif. to June 15; KRAK Stockton, Calif. to April 12; KEKX Santa Rosa, Calif. to June 30; WTTA-FM San Juan, P.R. to Sept. 18; WILY (FM) Pittsburgh, Pa. to July 15; WAMB-FM Cleveland, Ohio, to June 15; KEEL Evansport, La. to Sept. 1; WRJN (main & aux.) Racine, Wis. to May 2.

### ACTIONS OF MARCH 8

- KPGE Page, Ariz. — Granted cp to change ant.-trans. location, studio location, delete remote control point, change type trans., and correct typographical error.

---

**Continued on next page**
**CLASSIFIED ADVERTISEMENTS**

*(Payable in advance. Checks and money orders only. (FINAL DEADLINE—Monday preceding publication date.)*

- **SITUATIONS WANTED** 20¢ per word—$2.00 minimum
- **HELP WANTED** 25¢ per word—$2.00 minimum
- **DISPLAY** 20¢ per word—$2.00 minimum
- **STATIONS FOR SALE** advertising require 20¢ per line space.
- All other classifications 30¢ per word—$4.00 minimum.
- No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington, D.C.

**APPLICANTS:** If transcription or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. Broadcasting expressly reserves any liability or responsibility for their custody or return.

### RADIO

#### Help Wanted—Management

The manager we want must be a capable chief engineer with direction experience, able and personable, an all-around sales experience, be a good business manager. A wonderful opportunity if you qualify. Send resume, tape and pix to Box 615S, BROADCASTING.

Sales manager, age 25-35, who is currently occupying this position can move up to a full 3 kHz in a large east coast market. Excellent opportunity to go higher. Send resume, tape and pix to Box 615S, BROADCASTING.

Major market independent in the east has a p.d. opening for a man who is a successful medium market manager today. Must be a good supervisor of all departments. Excellent possibilities in chain. Box 621S, BROADCASTING.

Radio sales manager. Excellent opportunity. Must have proven sales record. Top-rated station in market. Please provide full details. Box 727S, BROADCASTING.

Sales manager by well-established medium market station in beautiful Florida city. Excellent opportunity for experienced young man with ideas. Box 700S, BROADCASTING.

**Sales**

$100-$150 weekly guarantee plus commission and bonus and ten days full time. Full time with "W" WXYZ. Top station in Detroit. Top market in Detroit. Box 897P, BROADCASTING.

You do very well financially in radio sales and have been a "hot shooter" for at least 3 years. You want to move to Florida and realize your dreams. This is your chance. Your potential in this south Florida coastal metropolitan market is excellent opportunity to enhance your career as a sales manager or general manager of one of the 3 stations we own there. Give reference, photo, previous experience, and salary expectations to: Phillip Brady, Box 694, Reemich, Mississippi.

Wanted: Manager-salesman for new 5 kw daytimer and 2 kw combo in Pine Bluff, Arkansas. Must have proven sales ability. Also need salesman for 1 kw daytimer in Macon, Illinois. Please provide reference, photo, previous experience, and salary expectations to: Phillip Brady, Box 694, Reemich, Mississippi.

**$100-$150 guaranteed Delaware good music station. Need sales idea man with at least three years experience. 90th market. Box 681S, BROADCASTING.**

Salesman, challenging market, opportunity for more money. Must have sales sense and be sober, no drugs, no trouble. Send resume, tape and pix to Box 627S, BROADCASTING.

#### Help Wanted—Sales

Excellent opportunity. Ohio's leading daytime station (5000 watts) has opening for a good producer. Send resume, picture. Write Box 706S, BROADCASTING.

Creative radio salesman for leading Albany area station. Salary plus incentive commission plan. Excellent opportunity for a man with good selling ability. Send resume and salary requirements to Box 716S, BROADCASTING.

Regional sales manager for number one station. Must have sales record. Excellent salary. Send full details. Box 728S, BROADCASTING.

Excellent and possible management opportunity in single market west Texas station. Also opportunity to be in charge of sales and copy. Some announcing is desired. Start as commercial manager of station. Good salary. Box 763S, BROADCASTING. Send resume and details.

Number one adult, 5,000 watt, CBS station has opening for experienced, aggressive salesman in Montana metropolitan market. Monthly guarantee against 20 per cent commission. Good salary, good producer. Send resume and full details. Box 743S, BROADCASTING.

Salesman—established station. Good guarantee. Excellent opportunity for experienced man. Send resume and photo. Box 822S, BROADCASTING.

**Sales**

$125 guaranty plus incentives for experienced consultant. Good location. Send resume, tape, experience. Box 745S, BROADCASTING.

Top flight, mature, combo newsmen-deejay wanted for top station in east coast Florida market. Must be experienced and who wants to settle down and work. No night shifts, no holidays. Send resume and tape to Box 753S, BROADCASTING.

**$1000 per week for experienced morning time announcer. 6:30 to 9:00 A.M. Market for go-getting, self-starting man. Located west of Grand Island. Send resume and photo to Box 689S, BROADCASTING.**

### Announcers

**Announcer wanted. Must have good credit and moral qualifications. Beginners accepted first.** Send resume to Box 606S, BROADCASTING.

**Announcer wanted with first phone. No maintenance. 1 kw full-time southern Michigan station. Multiplying the possibilities in chain. Advancement unlimited. Extra benefits. Send photo and resume to Box 675S, BROADCASTING.**

**New ownership, southwest planning c & w format—general manager wants a complete morning show—all personal. Replies confidential. Box 746S, BROADCASTING.**

**Wanted: Personality dj who wants to move into sales immediately for fast paced 5000 watter. Many fringe benefits. Salary open for right man. Box 745S, BROADCASTING.**

Northern Ohio medium market needs experienced dj with good voice to go along with the format. Man who wants to learn modern radio under the guidance of a top broadcasting manager. We want him in mid-twenties, mature and willing to follow direction. Send resume and tape to Box 753S, BROADCASTING.

**Top flight, mature, combo newsmen-deejay wanted for top station in east coast Florida market. Must be experienced and who wants to settle down and work. No night shifts, no holidays. Send resume and tape to Box 689S, BROADCASTING.**

April 1—Permanent job for mature announcer who knows and respects radio ideals. Living. Resume desired but not required. 48 hour week. Salary adjustable to experience and ability. Call or write Jerry Fisch, KGLN, Glenwood Springs, Colorado, telephone WH 5-6801.

**Experienced staff announcer. Start $80.00 per week. Must be married Apply KNIM, Maryville, Missouri.**

Wanted, experienced staff announcer. One of best-maintained stations in Nebraska. Security, excellent working conditions. Send details to KUIR, Holdrege, Nebraska.

**Announcer with first class ticket for night shift 2 to 5:00. Send resume, tape and pix to Box 745S, BROADCASTING.**

**Announcer-engineer, with first ticket. Located approximately 60 miles from New York. Contact General Manager, WBNR, Beacon, New York.**

**New station . . . Needs experienced announcers. Send tape, experience, salary. Full details first. Send to Suite 1204-5, Boulevard Road, Sumter, South Carolina.**
Help Wanted — (Cont'd)

Announcers

Experienced, mature disc jockey with good sense of showmanship and tight production. Long established adult appeal station in live market. Salary minimum after first year $6,240.00. Send tape, photo and details to WDFD, Flint, Michigan.

Top-Right announcer needed. WGN, Murfreesboro, Tenn.

Announcer-Copywriter. Resume, tape, sample copy to WELZ, Kalamazoo, Michigan.

Announcer wanted—Top announcer needed for morning show. We are looking for an alive young man who is used to doing a good job in the midst of all the commercials. If you're working at an operation that isn't going anywhere, please send resume. Include present salary and work schedule and off the air tape if possible. We offer nice people to work with, good working conditions, paid holidays, vacation, life insurance, good salary. You're forty miles from the big city. WLNA, Peekskill, N.Y.

Announcer anxious to do part-time sales! Sales experience not necessary! Send full info and tape last letter! WNAG, Grenada, Mississippi.

Negro personality—R&B 41 for top position at No. 1 station in market. Must have 3 years experience, be southerner. 21-32. Excellent salary. Send photo—tape—resume. John McLendon, WOKJ, Jackson, Mississippi.

Technical

Second engineer with first ticket for university and tv station in Ohio. Send details and photo when applying. Start July 1st. Box 599S, BROADCASTING.

Midwest station needs guy or gal with 1st class license. Salary will increase with other abilities. Announcing, news, sports, continuity or all of above. Send tape with solvent station. Box 679S, BROADCASTING.

Experienced engineer—East coast (south-east) station. 5 kw daytime remote control. 15 to 20 hours announcing. Will train. Good salary. Box 688S, BROADCASTING.

Enterprising independent station in Virginia needs chief engineer-announcer. First class ticket essential, announcing secondary. Easy hours, good pay to qualified applicant. Reply Box 711S, BROADCASTING.

WLS

CHICAGO

Needs one disc jockey, one staff announcer and one newshim.

Please send air check, photographs and resumes to:

Ralph Bodine

General Manager

WLS

Chicago, Illinois

Help Wanted — (Cont'd)

Technical

Transmitter engineer for east coast 5 kw group station. No announcing. Career advancement for candidate with promise. Rush resume and snap. Box 797S, BROADCASTING.

Wanted—First class engineer by 250-watt station in upper New York State. Salary one hundred dollars plus per week. Send resume to Box 773S, BROADCASTING.

Wanted! First class radiotelephone operator. Contact KANA Radio, Anaconda, Montana.

Production-Programming, Others

Excellent opportunity for good producer. Number one independent major Ohio market. $6.000 plus with multiple company. Box 569S, BROADCASTING.

Shuttle service editor, news director-broadcaster. Opening demands thoroughly seasoned man. Submit audition, samples of writing and resume of experience to Box 617S, BROADCASTING.

Program director to work on the fabulous Gold Coast of south Florida. Must have ability to write and produce above average commercials and have good voice. Salary open. Contact Box 690S, BROADCASTING.

News director. Excellent opportunity for man who desires responsibility. Direct radio and tv first of multiple ownership, supervise second department. Personnel consists of top-rated, congenial, experienced newsmen. Send photo and details. Box 728S, BROADCASTING.


RADIO

Situations Wanted—Management

Eleven years general and sales management experience insures no down-grading of your facilities or radio. Excellent sales record and references. Box 668S, BROADCASTING.

Situations Wanted — (Cont'd)

Management

Old pro, 15 years all phases, M.S. Speech, Phi Kappa Kappa. Wants full control radio or tv department, speech teacher, top announcer, first home. Currently manager. Will build, staff, and operate new department if desired. Box 689S, BROADCASTING.

Got a profit problem? Feel you need an executive with management, sales and promotion leadership? Can't afford one? Then I'm for you! No salary. Strong profit sharing. Full details upon request. Box 608S, BROADCASTING.

Manager. Radio and/or tv. Sales, programming, administration. Excellent opportunity. Capable. Box 703S, BROADCASTING.

One of the most outstanding sales records you have ever seen ready to manage your station. Top-notch sales executive possessing ability, knowledge, shows ability and proves the voluntariness of what he does. Box 705S, BROADCASTING.


Experienced manager desires good market. Versatile, trained, experienced all phases. First phone, 12 years radio. Commercial management record. Top industry contacts, best recommendations. Active community, industry affairs. Strangers, can invest limited sum, like to work toward partial or full ownership. No problem anywhere except poor market. All offers answered. Box 747S, BROADCASTING.

Personal contact: Consult in confidence; discuss intelligent facts; examine first hand my past record, capabilities and character; check top quality references—all at M.A.B. Convention. A twelve year executive now employed by VP-General and sales manager 400,000 market station; personal reason for seeking greater opportunity; will apprise and hold strictly confidential your invitation for conference meeting. Send to this box number. I'll contact you at convention. Box 729S, BROADCASTING.

Mature young (34) manager; 18 year radio veteran desires solid affiliation with opportunity to become part owner. Box 741S, BROADCASTING. P.S. Have 1st ticket.

Aggressive, well educated young man desires position with responsibility. Opportunity of advancement. B.S. Business administration, completing M.S. in Communications. Active military service completed. Broad knowledge of news, sports, music. Currently training in management program of large eastern network tv affiliate. Box 749S, BROADCASTING.

I goofed ... when I left the south. Currently managing highly competitive market station in west ... and would like to have a station with chance for ownership. Prefer Florida but all southerners considered. Box 738S, BROADCASTING.

Sales manager—seeking opportunity as general manager—experienced all phases. Box 758S, BROADCASTING.

Sales

Hard hitting salesman with 15 years experience selling time to New York advertising agencies seeking new connection either with local firm or our broadcast group to increase New York sales. Present employer switching to different field. Available at nominal wage with commission override. Box 490S, BROADCASTING.


Sales manager with proven record in radio sales and management plus tv experience desires relocation. Fifteen years in major and medium-sized markets. Enthusiastic, married and reliable. Excellent references. Box 762S, BROADCASTING.

BROADCASTING March 21, 1960
Situations Wanted—(Cont'd)

Anouncers

Young, married announcer with training and some experience seeking sales position in radio. References. Tape. Box 666S, BROADCASTING.

Sportscaster. Six years play-by-play. Experiences include baseball, football, basketball. Married. Box 596S, BROADCASTING.

Sports announcer, part-time New York City and surrounding vicinity, married, veteran college graduate. A little light on experience, but heavy on ability. Strong on play-by-play. Box 696S, BROADCASTING.

Pulse rated number one in large midwestern market. Excellent references. Love night shifts. Will go anywhere but south. Icebergs like mad. Tape and resume available. Box 626S, BROADCASTING.

Announcer—DJ/news. Can swing it or play a trained role with emphasis on personality, college graduate, three years experience in northeast, desires advancement in wattage or larger city, currently employed at $65.00 per week. Please include particulars in first letter. Box 626S, BROADCASTING.

Sports announcer play-by-play all sports. Proven experience. Box 626S, BROADCASTING.

Sincere, young, staff announcer with personality and experience. I'm best at DJ and sportscasting. Box 665S, BROADCASTING.

College graduate, 23, single, trained in all phases of broadcasting. Can do music, newscasts, play-by-play. Location immaterial. Mature, versatile, anxious to learn. Box 676S, BROADCASTING.


Prefer Colorado, far west: Top-flight voice presently with eastern 5 kw weak station. Local color, college degrees, vet. 28, single, completely dependable. Runner, or better, but prefer adult programming. Minimum $1,000 and up. Walker, Mike. Available May 15. Tape. Box 806S, BROADCASTING.

Two announcers—one, tight formula or country. Other is inexperienced, skillfully亡, young, married. Salary secondary. Tapes. Box 712S, BROADCASTING.

Sportscaster seeking better opportunity in good college sports area. Experienced in TV and radio. All networks. Network recommendations. Box 716S, BROADCASTING.

Announcer with 1st phone. 1 year experience, desires regional position with up and coming station. Box 612S, BROADCASTING.

Need solid sportscaster, deejay or program director. 1 year's best experience. Box 612S, BROADCASTING.

Dependable announcer-production manager seeks more opportunity in warm climate. Excellent voice, married, experienced in all phases of broadcasting. Position leading to management desired. Box 746S, BROADCASTING.

Versatile announcer, B.S. graduate, married. Marine, former photojournalist, trained, nine years experience, seeking reliable. Box 733S, BROADCASTING.

Early morning personality with 5 years experience. Desires to settle in the southeast. Also play-play sports. Box 735S, BROADCASTING.

Radio announcer, older man 52. Willing to accept full-time or part-time work in radio or TV, any market. L.A. county or Hollywood small market. Box 735S, BROADCASTING.

Country and western disc jockey, rated number one in present market. Also prefer some time on sales. 7 years experience. Prefer Midwest or southwest. Box 745S, BROADCASTING.

Do you want an outstanding announcer? I'm your man! I'm aggressive with potential management ability. Box 766S, BROADCASTING.

First phone, announcer, dj, news. Equipment maintenance, versatile—seeks position in northeast states. Box 766S, BROADCASTING.

Ace newscaster-writer. Network delivery. Hard or soft sell. Straight, color or analysis. Top radio-tv background. Good reliable staff man or sponsored specialist. Big metropoli-tan area only. Hearing, scree is believing. Box 766S, BROADCASTING.

Sports announcer, all major sports. Six years experience, desires full-time sports director position. Currently employed. Tapes, resume on request. Will go anywhere for right offer. Box 785S, BROADCASTING.

Versatile, good music and newsmann. Commercials a specialty, try me. Box 796S, BROADCASTING.

If you're looking for an air personality with an intelligent approach to your sellable listeners, contact me. Many years experience. Box 796S, BROADCASTING.

Going west. Available Immediately. Experienced—married. Telephone only if you want me. Many years experience. Box 796S, BROADCASTING.


Prefer dj position. Some production, some news. Job desires step up. Salary $100 per week. Box 1452-4585.


2 for the price of 1. Dj and news; mature announcer, with 3 years experience, desires position. Salary $85-$100 per week. If interested, check 207 W. 32nd St., New York, N.Y. 10008.

Ist phone staff announcer. Can work combo, Good, polished delivery. Trained in all phases of broadcasting. Experienced. News also. Prefer west or east coast. Would consider area near Chicago. Contact: Mike Quinn, 1534 N. Fairfax Ave., Los Angeles 46, Calif. HU 7-3653 or GL 5-9563.

Technical

Experienced electronic engineer; supervision and administrative detail. System planning, installation and maintenance. Broadcast am-tv-microwave. Best references. Box 735S, BROADCASTING.

Chief engineer, construction, sales, looking for advancement in sales and management. Midwest. Box 745S, BROADCASTING.

Qualified chief engineer. Experienced all phases construction-maintenance-direction- sales. Box 796S, BROADCASTING.

Recent S.R.T. Grad. Willing to work hard on any shift anywhere. Good on news and copy. Tape. 24 Solar Lane, Dallas City, N.Y.

Chief, nine years radio, one tv. Joe McCarty, 600 Elkhart Rd., Lafayette, Indiana.

Ist phone, willing to learn to announce, prefer California or West. Write Bob Sanders, 1452 Washington, Albany, California.

Young man 28, first phone, single non-drinker looking for work in radio-tv. Six months experience at 5600 watt N.D. daytime 1000 watt D.A. night. Salary not important if I can work. Will not move to top present salary. Would like combination work, however, no radio experience. Nathan Osbourn, 709 Ave. F, Dodge City, Kansas, HU 3-7560 or HU 3-9115.

Production-Programming, Others

Increase audience—sales! Award winning program director, midwest, desires step-up. Experienced in radio and television promotion, public relations, writing. Strong on ideas. Prefer family man. Age 25. Box 706S, BROADCASTING.

Program and promotion manager with an enviable record of creating saleable pro- gramming, backing it with effective pro- motion and selling ammunition that fattens the major broadcasting operation or a group of stations. References from among the best known names in the industry. Box 701S, BROADCASTING.

Local newsmen. Write and read. 1 year as second in a top station. B.A. Married, 25, vet. anywhere. Box 715S, BROADCASTING.

Junior executive in world's largest corpora- tion looking for position with outstanding experience in broadcasting, journalism. Strong on ideas. West coast. Prefer areas in southwest. Box 720S, BROADCASTING.

Is there somewhere a small station that needs a hard working beginner that can offer a growing opportunity? Please contact Don Russell, 127 Kings- ton, N.Y.

TELEVISION

Help Wanted—Management

Hard-sell unit in V market. Low operating cost and built for volume sales. In the black with rising ratings. No conversion problem and good local acceptance. Great chance to be in on ground floor with unusual in- centive plan. Box 503S, BROADCASTING.

Sales


Announcers

Announcer—Texas tv station. Medium market. Good opportunity. Excellent benefits. Prefer family man; strong announcing and next appearance. Will consider radio announcer with experience. Send details, including photo and tape to Box 608S, BROADCASTING.

Announcer for sign-on shift midwest tv station. Television experience not necessary, must have radio background. Prefer applicant from midwest area. Send full resume including tape, photos, and available weekdays. All tapes will be returned. Opening immediately. Write Box 640S, BROADCASTING.

Newscaster-reporter. Network tv affiliate, Florida. Submit Klipper or tape and picture. Box 735S, BROADCASTING.

Sports announcer or announcer for WSBT-TV, top rated station in growing market. Attractive location, schedule, summer break. Excellent insurance, hospitalization and pension. Box 736S, BROADCASTING.

Sports announcer or announcer for station in northeast. Good WAVE. Balls and sports, play-by-play and sports show experience or varsity staff background required. Send res- ule, sample tape to Personnel Director, South Bend Tribune, South Bend 26, Indiana.

BROADCASTING, March 21, 1960

111
HELP WANTED—(Cont’d)

Technical

Southeastern vhf television station has opening for first class engineer. Send complete qualifications, references, photographs, and FCC requirements. Box 2646, BROADCASTING.

New full powered upper midsouth vhf, has openings for experienced transmitter engineers. Latest RCA equipment. Send resume and photo to Box 7045, BROADCASTING.

Wanted, first class licensed engineer tv studio transmitter, 4 kw to 50 kw tv required. Immediate opening KJHL-TV, Houston, Texas. Phone W.W. Greely, WYman 5-5955.

Engineers with studio and camera experience. First phase—insurance, location, take-care, 5 day week. State experience, salary first letter. KNME-TV, 1801, Roma, N.E., Albuquerque, N.M.

TV studio engineers for design, test, and field engineering. Rapidly expanding progressive company. All benefits, plus rapid advancement for qualified engineers. Foto-Vide Laboratories, Inc., C.E. 9-6100, Cedar Grove, New Jersey.

TELEVISION

Situations Wanted—Management

Manager, sales manager. 12 years radio, 7 years television experience. Family man, Active civic affairs. Top references local and national. Box 6925, BROADCASTING.

Wanted, back in tv. Have just sold successful, and am looking for next. Have wife, 3 day, 6 years tv experience to exchange for position. 30 years old. Box 6935S, BROADCASTING.

Sales

Executive type salesman with six years tv experience in major market and ten years in radio sales and management now available. Past commission earnings well above average. Interested in sound permanent connection. Mature, married, sober. First references. Box 7655S, BROADCASTING.

Announcers

Professional, mature announcers. Pleasant personality. Broad experience radio and tv. Seeks responsible, progressive metro station operated by and for adults. Box 6835, BROADCASTING.

$20,000 news and dj personality contemplation change in job, from top eastern tv and radio outlet. Experienced and expectant. Box 7195S, BROADCASTING.

Announcer—41—tv and radio. Sports, weather, and staff. Box 7815S, BROADCASTING.

Technical

Studio engineer 4 years experience. Seeking permanent situation or summer replacement. Any location. Available April 1. Box 6335S, BROADCASTING.

Two engineers: Both have chief experience. No project too large. Can furnish complete technical staff. Box 6495S, BROADCASTING.

College student 1st phone, 3 years tv studio operation and maintenance experience, wishes summer employment, anywhere in U.S. Box 6955S, BROADCASTING.

Radio chief engineer-announcer. Desires television situations. Have 1st phone. Box 7225, BROADCASTING.

A reliable man with 12 years experience looking for assistant chief engineer's job with a good dependable tv station. Box 7465S, BROADCASTING.

15 years experience am-fm tv studio, transmitter, plugging, installation, maintenance operations, 4 years chief, 4 years supervisory. Valuable immediately. Box 7675, BROADCASTING.


Situation's Wanted—(Cont’d)

Technical

Recommended personnel completing rigid internship seeking studio operations jobs, technical positions at major network Interim Supervisor. WHTS-TV, Miami.

Production-Programming, Others

Comprehensive knowledge production is my strong suit. Completed in sales division of major network. Relocate anywhere. Have extensive experience. Hired for a full 15-in. college graduate, single. Military training completed. Box 6475, BROADCASTING.

Producer-director—10 years experience—all phases of television operation desires to return to eastern or midwest station in major market. Masters degree in advertising and television management. Six years in sales promotion, audience research, merchandising, continuity, production. Resume on request. Box 7075S, BROADCASTING.

FOR SALE

Equipment

250 watts Gates model 250D transmitter, in excellent condition, tuned to 1380 ke. Make reasonable offer. KNAP, Frederickburg, Texas.

Gates remote control equipment, RCM-20, new condition, plus accessories for 250 watt transmitter, adaptable higher power. New wall race, directional remo ke. Cost $1,000.00. First check for $500, takes it! KUSO, San Antonio, Texas.


Complete fm educational equipment consisting Gates 10 watt transmitter, antenna, transmission line, instruction manuals. Price reasonable. Washington 12, D.C. Telephone DU-8-1866, Ext. 130.


Complete G. E. imagine orthicon field camera, sync generator, high speed. Also, many special effects. DA-TAIA, four output DA’s. All working. $18,000. W.R. Small, 210 E. 15th St. N.Y. 4-7100.

Teletype coaxial transmission line 1%, 5 ohm. Unused. Suitable for am, fm, vhf-tv, communication systems, and some micro-frequency. RETMA flanges. Write: Sacramento Research Labs., 3421-58th Street, Sacramento 30, California.

Microphones (2)—Altec M20 lipstick and M11 capacitor microphone systems. Excellent condition. $165.00 each. Fred Stachel, 861 Matadero Avenue, San Diego, California.

1-470GL-GE 12 Bay High Band Antenna. 1-Andrews Type 1910 (one cubic foot of per minute dehydrator. 1-General Radio Type 1170 BT. Frequency & 550 kHz. Mon. (Crystal for Channel 11). Also new and used equipment. Contact Electrical Power Co., 2615 Bankhead Highway, N.W., Atlanta, Georgia. 5-2200.

Tower erection, tower painting, coaxial line repairing, aerial rigging, grounding systems, lightning rods, lightning protection systems. Two years experience. Tower Maintenance Co., Inc., 410-7th Ave., N.E., 83, Cal. $500 per man 4 days. Night and emergency phone SO-1381. Write or call collect.


FOR SALE

Equipment—(Cont’d)

Recycling and transmitting tubes for all types of communications systems. Complete stock. Immediate delivery. Write for free complimentary catalog—most useful reference source and pricing guide. Discounts to end users. United Electronics, Inc., 560 B Main Street, Paterson, N.J.

WANTED TO BUY

Stations

Station or cp wanted east or south, 100,000 to 1,000,000 power. Looking for small, independently owned, special facilities. Successful small station. Box 7575S, BROADCASTING.

Equipment

Wanted, used fm frequency monitor regarding WSTU, 102MHz. Box 6415S, BROADCASTING.

Wanted to buy transmitter 5000 kws am. In good condition. Write or call collect. Box 7345S, BROADCASTING.

Wanted, used 50kw am transmitter. Write for details and price. Box 7055S, BROADCASTING.

10 to 15 kw uhf transmitter, antenna, frequency monitor, master control, slide and film equipment, multiple and film camera. Box 7325S, BROADCASTING.

Wanted: 12 kw uhf transmitter. Also one video film machine. Box 7995S, BROADCASTING.

Wanted: Used uhf-tv transmitter, antenna, transmission line, microphone, audio equipment, monitors. Also new equipment. Box 7365S, BROADCASTING.


Siena College needs free equipment to start a new educational fm station. If you have any equipment, or know of anyone who has, inform Dean of Men, Siena, Lark Street, Siena, N.Y.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure, Grantham School of Electronics, 2123 Gilman Road, Kansas City 9, Missouri.

Announcing, programming, etc. Twelve week intensive, practical training. Bra- new console, turntables, and the works. Elkins Radio School of Broadcasting, 2603 Inwood Road, Dallas 3, Texas.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations necessary. Enrolling now. Classes starting May 4, June 29, 1960. For information, reservations and reservations write to William E. Oden, Radio Operational Engineering School, 1130 West Olive Avenue, Burbank, Calif.

Be prepared. First phone in 6 weeks. Guaranteed instruction. Elkins Radio License School of Atlanta, 1135 Spring St., N.W., Atlanta, Georgia.

Come and get it! Your FCC license, that is. Six weeks intensive training qualifies you to comprehension. The Philbin Method, 710 16th St., Oakland, California.

INSTRUCTIONS

Yes, our graduates get good jobs as announcers, writers, salesmen, chief engineers, managers, owners. 15 years experience training men to now work in southern radio-tv. Lower prices, time payments, assured placement. Keegan Technical Institute, 207 Madison, Memphis, Tennessee.

Approved FCC operator's license course offered by N. Y. City's oldest broadcasting school. This proven ticket-getter given by FCC experts for those hesitant about crash courses. Register now for classes starting monthly. Day, 25 weeks. Evening, 31 weeks.

MISCELLANEOUS

Production radio spots, no jingles. Free audition tape. M-J Productions, 2809 Templeton Road, Columbus, Ohio.

Supermarkets are beautiful. We've got the method, you've got the station, let's get together and produce revenue for you. Janice Hall's "Food Features" is repeated with fifty-two week hookers and merchandising aids. It's geared to bring you revenue from your top untapped local super. The series kicks off in mid-spring and may still be available in your market. You're under no obligation when you write or call for the full story. Contact Don Lasser or Janice at WICH, Norwich, Connecticut.

RADIO

Help Wanted—Announcers

**BIG TIME**!

This 50,000 watt station in a major market is now looking for another BIG personality DJ. He'll be backed with BIG promotions and be on the number one station in town!

If you are a BIG TIME DJ, or ready for it, rush tape and resume to

Box 7155, BROADCASTING

ANNouncers

JOB OPPORTUNITIES SLIPPING BY?

N.Y.S.A.S. is the only school in the east offering advanced coaching EXCLUSIVELY . . . in announcing and operation techniques, from disc to tape to air, completely ad-lib for a tight format. COACHED BY NEW YORKCASTERS. Get the MODERN SOUND, KNOW MODERN RADIO. Announce professional voice evaluation clinics Wednesday and Friday evenings. No charge. Bring audition tape and resume. Call for interesting broker at $1.7-4793.

NEW YORK SCHOOL OF ANNOUNCING & SPEECH

100 West 3rd Street New York 2, N. Y.

Production-Programming, Others

NEWSMAN

For WSAI, Cincinnati. Thoroughly experienced. Writing, gathering, good on air delivery. Salary $150 per week. Must be dedicated newsman who wants to progress.

Contact

Bill Gill, News Director, WSAI, Cincinnati, Ohio.

Help Wanted—Continued

PRODUCTION, PROGRAMMING, OTHERS

NEWS REPORTER

Combined radio-tv newsroom at full-power stations in major southeast market has opening for aggressive newsmen; motion-picture experience helpful, but emphasis on reporting and writing.

Box 6705, BROADCASTING

RADIO

Help Wanted—Announcers

Young, creative and entertaining top 50 DJ, currently No. 1 morning man in Texas market of 200,000 desires position in larger market.

Box 7305, BROADCASTING

Help Wanted—Technical

PRO WORK FOR PRO PAY

Now PD at $7,000. Overloaded, poor equip sta. Solid announcer-cpny-news production ideas. Locate where salary-opportunity exist. Give full details your side first. Let's correspond. 29-vel-fam. 3 years college-9 years experience.

Box 7505, BROADCASTING

TV

Help Wanted—Technical

TELEVISION EQUIPMENT SALES ENGINEER

We want a man who is now Engineering Director, Chief Engineer, or in a supervisory capacity. Must be thoroughly familiar with all types television transmitters and equipment and wants to join the sales office of a leading Midwest broadcast equipment manufacturer in managerial capacity. Salaried position. Complete company benefits. Advancement opportunities unlimited. Send resume and photo to:

Box 6635, BROADCASTING

ATTENTION:

FLORIDA TV & RADIO

13 year broadcast veteran wants out of major market. Will trade large income for Florida surroundings with good future. Thoroughly experienced in news, public affairs, ad copywriting, promotion, sales and recently high ratings. A solid associate for any station.

Box 7145, BROADCASTING
DO YOU NEED A GENERAL MANAGER WITH THIS BACKGROUND?

- 21 years experience in television and radio station operation in major markets.
- Successful in increasing revenue in every operation (47% increase in last vhf station in 3 station market).
- Resourceful in labor negotiations.
- Public relations and community-minded.
- Best references from all segments of the industry.
- Married, 3 children, excellent health, age 45.

Box 7745, BROADCASTING.

FOR SALE

Equipment

LIKE NEW

1—Amplex 601 recorder ....... $ 495.00
1—Amplex 600 amplifier assembly. 160.00
1—Gates 4 channel dynamic mixer ... 300.00
1—Davis H.F. speaker assembly .... 38.00
1—Electro Voice 655C mike ....... 95.00
1—Electro Voice 445 mike ... 55.00
(each plus 2 fan mike cable
with common wall plugs)
1—Allant beam mike stand .... 25.00
5—Cannon XLR wall plates .... 10.00
1—Terado 12 volt D.C. to 120 volt A.C. ... 36.00

$132.50

Will sell all or any part all in excellent condition used about 6 months in studio only. Will sell entire lot for $1095.00.

Box 7485, BROADCASTING

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS

NEGOTIATIONS MANAGEMENT
APPRASIALS FINANCING

HOWARD S. FRAZIER, INC.
1793 Wisconsin Ave., N.W.
Washington 7, D. C.

For stations from $48,000 to over a million dollars—in cities from 5,000 population to over 5,000,000. In all sections of the country, please contact: PATT MCDONALD, CO., BOX 9266, AUSTIN, TEXAS, GL 1-9809 or Jack Kost, 60 E. 42nd., N.Y. 17, N.Y. MU 2-4813.

For sale

GUNENDORFER

ARIZONA—1000 watt daytimer $60,- 000. Down payment $15,000. Then $500 per month. ARIZONA—250 watt full timer $75,000. East, terms. CALIFORNIA—Regional 1000 watts fulltimer $25,000. ORANGE—125 watt fulltimer $80,000. California F.M. $85,000—$125,000 down. ORI GON

WILT GUNENDORF AND ASSOCIATES

8630 W. Olympic, Los Angeles, Calif.
Licensed Brokers — Financial Consultants
Phone Olympia 2-5676

FOR SALE

STATIONS

HASKELL BLOOMBERG

Station Broker, Lowell, Mass.

Massachusetts—$10,000.00; New Hampshire—$10,000.00; New York—$10,000.00; Florida—$25,000.00; Pennsylvania—$10,000.00; North Carolina—$25,000.00; New Mexico—$500,000.00, Colorado—$500,000.00; Alabama—$150,000.00. PLEASE WRITE. See you at NAB CONVENTION, April 2-4.

SUITE 1134A, CONRAD HILTON HOTEL.

Calif. Single 250w 65M terms
Texas Single 250w 25M 7 dn.
Miss. Single 250w 39M terms
La. Single 500w 52M terms
Miss. Single 250w 140M 10 yrs.
Tenn. Single 1kw-D 55M cash
Va. Single 250w 60M 29% dn.
III. Single 500w 95M 29% dn.
Va. Single 1kw-D 80M terms
Calif. Single 250w 60M 15 dn.
W. Va. Small 250w 40M 10 dn.
Fla. Small 250w 55M 29% dn.
Fla. Small 250w 85M 8 dn.
N.Y. Medium 1kw-D 150M 29% dn.
La. Medium 1kw 150M terms
Ga. Metro 50w 200M 29% dn.
Ala. Metro 1kw-D 175M terms
N.C. Metro 500w 170M 11 yrs.
Fla. Large 1kw 185M 29% dn.
S.E. Miami Sub 1kw-D 150M low dn.
South Major 250w 275M 29% dn.
And Others

PAUL H.

CHAPMAN COMPANY

INCORPORATED

MEDIA BROKERS

Atlanta

Chicago Please address:

New York 1182 W. Peachtree
San Francisco Atlanta 9, Ga.

EMPLOYMENT SERVICE

CAREER OPPORTUNITIES

Announcers—Sales Manager—Time Sales—Engineers—We have openings available in all categories—in many markets. Write NOW for an application.

BROADCAST CAREERS

6230 Troost Ave. Kansas City 10, Mo.

HI 4-3900

FOR SALE

STATIONS

FOR SALE

NAB CONVENTION

Suite 834A

Conrad Hilton Hotel

BROADCASTING, March 21, 1960
HAVE THE FACTS of the People ... Services ... Companies of TV and Radio plus the People of Motion Pictures ... all at your fingertips in Television Almanac

1960 Edition — Price $5

QUIGLEY PUBLICATIONS
NEW YORK: 1270 Sixth Avenue

HAVE THE FACTS of the People ... Services ... Companies of TV and Radio plus the People of Motion Pictures ... all at your fingertips in Television Almanac

1960 Edition — Price $5

QUIGLEY PUBLICATIONS
NEW YORK: 1270 Sixth Avenue

Hollywood: Yucco-Vine Building

Employment Service

STEP UP TO A BETTER JOB THE EASY WAY!

Many announcers and others have found that it pays to get your job through professional placement.

TOP JOB PLACEMENTS IN THE SOUTHEAST

Fee registration — Conf. Service Professional Placement

178 Peachtree Arcade Atlanta, Ga.

MISCELLANEOUS

Dollars for Dollars

you can’t beat a classified ad in getting top-flight personnel

Continued from page 108

WNIL Niles, Mich.—Granted authority to sign-off at 7 p.m. EST for period commencing April 1 and ending Aug. 31, except for special events when station may operate to licensed sign-on time.

KQGE Page, Ariz.—Granted extension of license to July 31.

Actions of March 7

WCCC-FM Hartford, Conn.—Granted mod. of call to change time trans. and make changes in ant. system.

WVYV (FM) Terre Haute, Ind.—Granted mod. of call to change time trans. to 3.9 kw.

KBBM (FM) Hayward, Calif.—Granted mod. of call to change time trans.

Following stations were granted extensions of completion dates as shown:

KBBM (FM) Hayward, Calif., to April 25;

KIXZ Amarillo, Tex., to June 1;

KFR1 (FM) San Diego, Calif., to June 19;

WDJX Jackson, Miss., to April 30.

Actions of March 4

WROW-AM-FM Albany, N.Y.—Granted mod. of license and cp to change name from Capital Cities TV Corp. to Capital Cities Best Corp.

WDCR Hanover, N.H.—Granted authority to remain silent for period beginning Mar. 15, at 1 a.m. until Mar. 31.

KYVL Covile, Wash.—Granted authority to sign-off at 6 p.m., April 1 for period through Aug. 31.

WRMS Beardstown, Ill.—Waived Sec. 3.71 and granted authority to sign-off at 8 p.m., Sept. 1 for period ending Sept. 30.

Following stations were granted extensions of completion dates as shown:

WRAN Dover, N.H., to April 23;

WRLLY Willsford, N.C., to May 15;

WESN North Augusta, S.C., to May 25;

WCWC-FM Champaign, Ill., to April 19;

WSAV-TV Savannah, Ga., to Sept. 18 and KRTV-TV (Colorado Springs, Colo., to Sept. 15 (aux. ant.).

PETITION FOR RULEMAKING

WVII (FM) Springfield, Mass.—Requests move of ch. 3 from Hartford, Conn. to Providence, R.I., and its replacement in Hartford by uhf channel.

Petition For Rulemaking Denied

Marietta Investment Corp., Beverly Hills, Calif.—Requests that ch. 5 be allocated to El Centro, Calif., and ch. 13 deleted from Yuma, Ariz., or in alternative that ch. 5 be allocated to El Centro and ch. 13 remain in Yuma; or in alternative that ch. 13 be reallocated from Yuma to El Centro. Ann. Mar. 4.

License Renewals

Following stations were granted renewal of license:


NARBA Notifications

List of changes, proposed changes and corrections in assignments of Canadian broadcast stations modifying appendix containing assignments of Canadian and Mexican broadcast stations attached to Recommendations of the North American Regional Broadcasting Agreement engineering meeting.

570 kc

NEW Maguire River, N.W.T.—1 kw ND unr. II. (Location: 61° 15' 35" N. Lat., 94° 02' 00" W. Long.)

610 kc

CGTB St. Catherynes, Ont.—10 kw D, $ 8 kw N DA-1 unr. III. (PO: 610 kc. 5 kw DA-1 unr. III.)

800 kc

CJLY Fort William, Ont.—5 kw DA-1 unr. II. (Assignment of call letters.)

130 kc

CWXX Vancouver, B.C.—56 kw DA-N unr. I-B. (In operation with DA-N mode of operation.)

130 kc

CHG Hamilton, Ont.—5 kw D, 2.5 kw N DA-1 unr. III. Assignment of call letters and change from DA-A mode of operation.

1350 kc

CJLM Joliette, P.Q.—1 kw DA-1 unr. III. Assignment of call letters.

560 kc

XEHA Tecate, Baja California—0.25 kw N ND unr. IV. (Change in call letters from XECC.)

690 kc

XEGR Monterey, Nuevo Leon—0.25 kw N ND unr. IV. (Delete assignments—Change of operation at Tuxpan, Nayarit.)

779 kc

XEYM Los Mochis, Sinaloa—2.5 kw N ND D II. (PO: 1530 kc.)

820 kc

XEUX Tepiic, Nayarit—1 kw ND D, II. (Delete assignments—Change of operation at Tuxpan, Nayarit.)

929 kc

XEKK Ensenada, Baja California—0.5 kw N ND D III. (Change in call letters from XEEX.)

929 kc

XEUX Veracruz, Veracruz—5 kw D, 0.5 kw N ND unr. III. (In operation on new frequencies.)

1040 kc

XEKF Chihuahua, Chihuahua—0.25 kw N ND unr. IV. (Change in call letters from XEFM.)

1080 kc

XECC Ciudad, Chihuahua—0.25 kw D, 0.1 kw N ND unr. IV. (Change in call letters from XECG.)

1170 kc

XEGO Coatzacoalcos, Veracruz—1 kw D, 0.5 kw N ND unr. III. (PO: 840 kc. 0.25 kw D, II.)

1280 kc

XEUU Colima, Colima—0.25 kw ND unr. IV. (Change in call letters from XEUT.)

1316 kc

XEVE La Paz, Baja California—0.5 kw N ND unr. III-B. (Change in call letters from XEEX.)

1340 kc

XECW Los Molichs, Sinaloa—1 kw D, 0.2 kw N ND unr. IV. (PO: 1600 kc.)

1340 kc

XEOE Tapachula, Chiapas—0.5 kw D, 0.25 kw N ND unr. IV. (New assignment.)

1380 kc

XECM Mexico, D.F.—5 kw ND unr. III-A. (Change in call letters from XEMX.)

1400 kc

XEXX El Dorado, Sinaloa—0.25 kw D, 0.15 kw N ND unr. III-A. (Change in call letters and decrease in day power. (PO: 1 kw D, 0.15 kw N.)

1460 kc

XEDY Cuervos, Baja California—1 kw D, 0.2 kw N ND unr. III. (PO: 500 kc.)

1560 kc

XEGN Oaxaca, Oaxaca—0.6 kw D, 0.25 kw N ND unr. IV. (Delete assignment—Change of operation at Oaxaca.)

1640 kc

XETX Tlaquepa, Oaxaca—1 kw D, 0.25 kw N ND unr. IV. (Increase night power from 0.15 kc.)

1640 kc

XEXR Hidalgo del Pardal, Chihuahua—1 kw D, 0.2 kw N ND unr. IV. (PO: 0.1 kc unr.)

1640 kc

(FOR THE RECORD)
SALES BOOSTER: WESTERN UNION
ADVERTISING DISTRIBUTION SERVICE!

Catalogues delivered . . . displays set up . . . ad reprints distributed . . . this is the kind of quick, personal distribution service that helps boost sales . . . and it's exactly what you get from Western Union Distribution Service. Whatever it is . . . we'll get it there . . . pronto!

Wire us collect for the full story. Address: Western Union, Special Service Division, Department 48, New York, N. Y.

WESTERN UNION
SPECIAL SERVICES
OUR RESPECTS TO . . .

Martin Leonard Nierman

Twenty years ago Marty Nierman was an energetic salesman of hot dogs at Yankee Stadium.

"I guess I was a pretty hot huckster," Mr. Nierman recalls with a wry smile. "At least I could cover my territory pretty rapidly."

This is an understatement. Mr. Nierman stands 6 feet 5½ inches today, and, at 16, was almost full-grown and enthusiastic and eager to sate the appetite of hungry Joe Di Maggio fans. Colleagues agree that he is still "an energetic salesman who will not let a sales prospect get away without a determined but good-humored battle."

Mr. Nierman's imposing size is not very easy to ignore. But associates conclude there were other less visible—but more significant—attributes that propelled him, at 35, to the executive vice presidency of Edward Petry & Co. station representative. They point out that he schooled himself well in the various phases of radio-television selling ("he can compute a buy quicker than anybody I know"), has the capacity to endure a tremendous work-load and has "unbelievable drive." A long-time co-worker described Mr. Nierman in these terms: "He never thinks negatively; he always thinks positively."

Who, Me? • Mr. Nierman may well view these evaluations with an arched eyebrow. He is unaffected, down-to-earth, lively-humored and might well say: "Are these guys talking about me?"

Martin Leonard Nierman was born in New York City on Aug. 1, 1923, and was educated at De Witt Clinton High and at New York U. where he received his B.A. degree in broadcasting in 1947. At NYU he received a broad general background in radio-television, including courses in writing, research and announcing, plus practical experience in broadcast techniques.

His college education was interrupted during World War II, in which he served in the U.S. Army Signal Corps as a cryptographer. From 1943-45, he was assigned to SHAEF in various outposts in Europe.

Fresh out of NYU in 1947, Mr. Nierman set his sights on an announcing job. He received an audition at Mutual—and a cold-water verdict: "You'll never make an announcer; there must be some other phase of this business you can fit into."

Determination • Mr. Nierman confesses that he was uncertain then as to his next move, except that he was determined to find some position in the broadcasting field. For three months, he trudged up and down the streets of midtown Manhattan, leaving resumes and obtaining interviews with various companies. Finally, in the fall of 1947, he was hired as a salesman by Pan American Broadcasting Co., New York, a representative firm that handles foreign stations.

During his tenure with Pan American, he learned the ABCs of selling and the spot business. He was impressed with the kindliness and generosity of many of the veterans in the industry and is grateful particularly to Frank Silvernail, then a media executive at BBDO, and Eddie Hall of CBS for their friendly guidance.

Eager to broaden his horizons, Mr. Nierman applied for a junior salesman's position at Edward Petry & Co. in March 1949 and was accepted. During the next decade, he earned a reputation as an engaging and persuasive salesman. For five years, he served in Petry's radio division, then shifted to television in 1954. In 1956, he was appointed sales manager; in 1957, he was named vice president and national sales manager. Early in 1959, he was elevated to executive vice president.

Mr. Nierman's post today is largely administrative, which he concedes is "a little confining for a person who likes to go out and mingle with his industry colleagues." He adds with a grin: "Fortunately, I still get out to see clients, particularly on new business, and this makes the paperwork bearable."

Sees Golden Era • He is convinced that the industry is headed for "an era of greater growth" and believes that color and intercontinental television programming "will open up completely new vistas." The Petry organization, he said, is "very interested in the expansion of am-fm, since we feel that this medium will find its place in broadcasting as a greater awareness of the value of high fidelity develops."

The various crises facing the broadcasting industry today do not shake Mr. Nierman's confidence in the future of radio-television. Along with other serious broadcasters, he is naturally concerned about the revelations concerning payola, rigged shows and questionable programming and commercials. But his reaction is optimistic and can be summed up: "In the long run, the problems affecting broadcasting today will have a positive effect on the business. They happen in all industries from time to time. We must not forget that broadcasting is still undergoing 'growing pains.'"

"Viewed realistically, these crises reflect a cycle in the industry's growth. And these setbacks should provide the impetus for improvements in all areas of the industry."

Professionalization • Mr. Nierman observes that radio-television crises aside, he is headed for an era of "professionalization." He claims the field is "a professional one," and "will become more professional as the quality of the people in it improves." He points out that he received his degree in broadcasting when such an academic diploma was "a rarity," but in the intervening years, education for radio-television "has expanded and undoubtedly will continue to expand."

He views the role of the station representative as providing improved and expanded services to stations in all areas of activities, including research, traffic and promotion. Petry has approximately 180 staffers, scattered in offices in New York, Chicago, Los Angeles, San Francisco, Detroit, St. Louis, Dallas, Boston and Atlanta.

Mr. Nierman married the former Maxine Stark of New York on Christmas Day 1949. They have two daughters—Meryl, 9, and Robin, 6. The family home is in Stamford, Conn.

Mr. Nierman is a member of the Roxbury Community Assn. and the High Ridge Country Club in Stamford, and the Radio and Television Executives Society. For relaxation, he "plays at golf" and putters in the garden. He plays cards occasionally with industry friends and these can be marathon sessions.

"The next day can be rugged," Mr. Nierman confided recently after a night at cards. Yet he was as refreshed, jovial and energetic as usual. "But, of course, the work here isn't as rough as selling hot dogs."
EDITORIALS

Nobody but the people

WHEN the Nielsen figures for December showed a drop-off in television viewing, many scandal-conscious broadcasters took a sharp breath—and held it. Now they can exhale and breathe easily again.

The January viewing figures indicate that the December lapse—which wasn’t much of a lapse at all—was not only slight but transitory, like a small trough between two waves, and now the tide is running strong again. Where December viewing was down to 5 hours 31 minutes per home per day, or 16 minutes less than in the preceding December, the January average is up to 5 hours 59 minutes.

That’s almost a half-hour gain a day. It is an ironic credit to television’s drawing power that most broadcast researchers do not seem to attach any particular significance to this up-turn—even though the gain itself amounts to more time than many people spend each day with their daily papers. Viewing traditionally builds to a January-February peak, and relatively minor fluctuations—including the slight slough-off in December—do not in themselves have real significance.

The January figures are significant in one respect. If the scandals of last fall were going to have any real diminishing effect on viewing, the erosion would certainly have been evident by January. If the January figures had been off again, after the December slip, there might have been cause for concern.

Strangely enough, while broadcasters were wondering whether the scandals had hurt viewing, advertisers apparently nurtured no such anxiety. They went right on buying television—earlier and heavier than ever before, as a survey reported elsewhere in this issue demonstrates. It is comforting to see them proved right.

Airway robbery

A SHAMEFUL attempt is being made in the U.S. Senate to reduce the U.S. television system to the status of a mechanical device for the transmission of political oratory.

If the attempt succeeds, television faces enfeeblement if not extinction as an instrument of journalism.

Twenty-three senators have sponsored a bill to require all TV networks and stations to give each major candidate for the Presidency an hour of prime time each week for the eight weeks preceding the presidential elections.

Supporters of the bill will say we are alarmists for reading such bleak consequences into what they insist is nothing more than a public-spirited attempt to educate the electorate to the policies and personalities of presidential candidates.

Yet there is good reason for alarm.

Does anyone suppose that if this bill passes it will not eventually be followed by other bills to legislate free time for candidates for lesser offices?

If a candidate for the Presidency rates an hour of prime time each week for eight week on every station in the nation, is it not equally logical that a candidate for the U.S. Senate should have a weekly half-hour on stations in his constituency or that a candidate for the House of Representatives should have a weekly quarter-hour?

It would be a selfless Congress indeed that faced away from the consistency of that sequence.

But assume that ensuing legislation never materialized. A law requiring television to give fixed amounts of time to presidential candidates would itself become a debilitating, perhaps fatal, deterrent to the development of television as a medium of journalism.

If the pending bill became law, television would have nothing to say about how its time was used. The candidates could do or say anything they pleased; they could incite or bore or dissemble or slander and television would be helpless to intrude. The essential ingredient of journalism, editorial control by the journalism medium itself, would be denied.

If television is to enjoy a future as a respected and responsible medium of journalism, it cannot simultaneously become the tool of politicians. It can volunteer to give time to politicians and remain a medium of journalism, providing, of course, it retains a measure of control over the use of the time. If it allows its time to be pre-empted by law for the use of political candidates, television’s function will be no more exalted than that of a Western Union messenger.

Stampede

CONGRESSIONAL and administration pressure are stampeding the FCC into rash actions and dangerous areas of regulation.

Two weeks ago, the Commission proposed rulemaking to permit “occasional” issuance of station licenses shorter than the normal three year period. Simultaneously it cited four Boston stations for accepting payola consideration as stations and said at least three others were to follow.

Last week came a notice that henceforth each free phonograph record or other free material used must be identified clearly as having been donated and by whom. This is the FCC’s new interpretation of Section 317—the sponsor identification section of the communications law.

This last drastic and abrupt action will cause untold trouble, particularly for independent radio stations. It is carrying sponsor identification to a ludicrous extreme. It could force stations to give away a free spot announcement for each record or other “service” performed. It will cut in on revenue and clutter disc jockey programs worse than ever.

These actions also were taken in undue haste and without proper consideration. The shorter license term would place the stations under a cloud, to the advantage of its competitors. To date we haven’t heard a clear definition of what constitutes “station payola.” Record advertising, when paid for, certainly is legitimate. There has never been the requirement that sponsorship be announced in precise language. The objective is to make certain that the public is not deluded.

Only the Washington atmosphere is conducive to fast action. Where the stakes are so great it seems to us that the FCC would exercise caution. Haste makes bad law.

"When I said we must get more adults interested in figures, Miss Lehigh, I meant . . ."

BROADCASTING, March 21, 1960
LET YOURSELF GO KPRC-TV, HOUSTON and enter an entirely new world of advertising where every commercial is transportation to sales results you had not dreamed of. This proud insignia, the KPRC-TV channel number, is borne by every KPRC-TV advertiser. It proclaims a degree of quality, engineering and good taste unmatched on the TV sets of the world. Kings, diplomats, princes and connoisseurs have been enchanted by the graceful "2". You will be too!

KPRC-TV availabilities include programs, minutes, chainbreaks, and 10's. Prices range from about $90 to $1100. Ask your Edward Petry man for a demonstration.

KPRC-TV, HOUSTON, TEXAS (An Affiliate of the National Broadcasting Company)

"Courtesy of Mercedes-Benz Sales, Inc."
PULSE PROVES IT AGAIN!
INTERMOUNTAIN NETWORK IS STILL A GREATER FIRST

PROVES
The Salt Lake Metropolitan Group
KALL KLO KOVO
Salt Lake City Ogden Provo

delivers the Greatest
IMN-PACT
In the Salt Lake - Ogden - Provo area!

SALT LAKE COUNTY AREA STUDY
January 1960

A PULSE REPORT

KALL KLO KOVO
THE INTERMOUNTAIN NETWORK FOR YOUR COPY -- OR SEE YOUR AVERY-KNODEL MAN

No. 1 as a group in Americas' 35th Market & No. 1 in each Market!

<table>
<thead>
<tr>
<th>MONDAY TO FRIDAY</th>
<th>6 am-12 Nn</th>
<th>12 Nn-6 pm</th>
<th>6 pm-12Mid</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stations</td>
<td>IMN*</td>
<td>25.7</td>
<td>25.8</td>
</tr>
<tr>
<td>IMN*</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>A</td>
<td>5.8</td>
<td>5.5</td>
<td>7.4</td>
</tr>
<tr>
<td>B</td>
<td>12.3</td>
<td>12.1</td>
<td>12.0</td>
</tr>
<tr>
<td>C</td>
<td>7.2</td>
<td>7.5</td>
<td>8.7</td>
</tr>
<tr>
<td>D</td>
<td>13.5</td>
<td>14.1</td>
<td>11.9</td>
</tr>
<tr>
<td>E</td>
<td>19.7</td>
<td>16.8</td>
<td>18.1</td>
</tr>
<tr>
<td>F</td>
<td>3.8</td>
<td>4.0</td>
<td>X</td>
</tr>
<tr>
<td>G</td>
<td>2.6</td>
<td>3.7</td>
<td>X</td>
</tr>
<tr>
<td>MISC.</td>
<td>9.1</td>
<td>10.3</td>
<td>9.0</td>
</tr>
</tbody>
</table>

* KALL - KLO - KOVO